

JOB DESCRIPTION

Job Title: E-commerce Coordinator (1 year fixed term)

Responsible to: Head of communications

Introduction

At Turner Contemporary, we believe in the power of art to transform people and places, doing things differently to achieve our vision; “Art Made Essential – to be leaders in social and economic sustainability; vitally connecting art, people and place, at home and around the world.”

Since opening in 2011, Turner Contemporary has become one of the most successful galleries in the UK. We’ve achieved more than 3.5 million visits and the gallery has been a catalyst for the social and economic regeneration of Margate. Located in a building designed by David Chipperfield Architects, on a site overlooking the North Sea, our programme of world-class events, exhibitions of historical and contemporary art and our innovative learning programme have fast earned the gallery an international reputation. With free admission, great art is accessible for all.

We are committed to challenging traditional practice to make ourselves more accessible; repositioning art as more relevant to society. Our distinctive, audience-focused approach is integral to our success and inspires interest, nationally and internationally.

Turner Contemporary is a charity governed by a Board of Trustees, chaired by Clive Stevens. The organisation receives revenue funding from Arts Council England and Kent County Council and the whole team works creatively to generate additional income. To deliver our ambitious vision and to develop our resilience and sustainability for the future, we need to increase and diversify earned income from our trading activities and secure significant annual fundraising targets.

After nearly nine successful years of operation, Turner Contemporary is working with stakeholders to move the gallery on to the next stage of our development in the lead up to our tenth birthday in April 2021.

We have three values that are embedded across all areas of our work. We are looking for an individual who adopts and exhibits these values in everything s/he does.

The values are:

- **Enterprising** – we create value for ourselves, our community and our partners by being responsive to new opportunities; we encourage collaboration, creativity and initiative from our people
- **Welcoming** – we are friendly and warm, while maintaining professionalism of practice and behaviour; human empathy is key to how we think, internally and externally
- **Questioning** – our philosophy is one of investigation; being astute to audiences' needs, unlocking understanding, provoking debate and asking tough questions – especially of ourselves

Principal Duties/Tasks and responsibilities

- Work with the Head of Communications to plan and implement relevant, targeted marketing campaigns for the online shop at key periods during 2020
- Identify operational efficiencies within the Shopify workflow and optimise site performance, conversion rates and user experience, supporting our ambitions to increase income through this platform
- Work with colleagues to ensure that the user journey across donations, ticketing and the online shop is seamless and works to maximise income opportunities
- Develop bundling propositions and upsell opportunities that span products, tickets and donations
- Work with colleagues to develop a comprehensive e-mail automation flow for customers, donors and ticket buyers, refining this based on data and impact of these emails on conversion
- Provide guidance to the retail team about packing, delivery and fulfilment to ensure that customer experience is outstanding, driving positive reviews
- Create product photographs and associated copy for the online shop, ensuring that these are in line with Turner Contemporary's brand and house style
- Provide regular reporting on e-commerce trading and activity, working with the Head of Communications and Head of Retail to identify relevant metrics
- Work across teams to research and scope a new EPOS system, putting forward a business case and timeframe for delivery
- Work with the Head of Retail to use data from online in order to inform the buying strategy for the online shop and make recommendations, specifically linked to our 10th anniversary year.
- Support the delivery of new products and ranges for our 10th anniversary year.
- Play a proactive role in championing e-commerce and online income opportunities across the organisation, as well as training colleagues on relevant platforms e.g. Shopify, the website CMS
- Respond to customer enquiries in a timely and efficient manner

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- Participate in training and development activities as required and assist with the training and development of colleagues
- Carry out all duties in accordance with our Equal Opportunities, Access, Employment, Health and Safety, Data and Inclusion Policies and safeguarding
- Undertake any other duties as reasonably required by the Senior Leadership Team and Director.
- Undertake any other duties as reasonably directed. A certain level of flexibility regarding availability outside normal working hours is required.

Person specification

Education, Knowledge and Experience	Essential	Desirable
Educated to degree level or equivalent industry experience		✓
Skills		
Interest in the visual arts and understanding of the mission, aims and objectives and values of Turner Contemporary as well as the wider regeneration of East Kent	✓	
Experience of working for a charity/arts organisation		✓
Demonstrable experience of growing e-commerce revenue	✓	
Experience of ecommerce platform management	✓	
Experienced and proactive user of a CRM database and e-marketing platforms with knowledge of GDPR	✓	
Detailed understanding of SEO, PPC and social media and experience of a variety of digital customer acquisition channels	✓	
Experience of working with artists and creatives to develop products		✓
Strong analytical skills and use of Excel	✓	
Possesses strong knowledge of the latest UI/UX best practices		✓

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Proven copywriting skills, understanding of design, photography and online merchandising	✓	
Entrepreneurial approach and a sales driven attitude	✓	
Excellent and demonstrable interpersonal skills with an ability to develop positive working relationships with people at all levels of the organisation and externally	✓	
Behaviours and characteristics		
Highly organised with a proven ability to manage a significant workload	✓	
A self-starter with the ability to implement new initiatives from start to finish	✓	
Able to meet deadlines and reach targets under pressure	✓	
Able to manage competing priorities and relationships	✓	
Highly analytical with the ability to interpret data	✓	
Excellent team player and communicator with ability to successfully influence and negotiate	✓	
Target and detail driven	✓	
A flexible and adaptable approach	✓	

NB this job description is provided to assist the post holder to know their principal duties. It may be amended however from time to time in consultation with you, by or on behalf of the Director of Turner Contemporary without change to the level of responsibility appropriate to the grading of the post.

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Key conditions of service

Location:	Turner Contemporary, Margate, Kent
Salary:	£23,000-£25,000
Hours:	Full-time 37.5 hours per week Some evening and weekend working
Contract:	Fixed term (1 year)
Leave:	25 days per annum plus bank holidays
Probation:	3 months
Pension:	Turner Contemporary contributes 3% Employee contributes 4%
Staff Discount:	50% discount in the café 25% discount in the gallery shop
Deadline for Applications:	Midnight Thursday 27 February 2020
Interviews to be held:	06 March 2020