



Employment Information Package

**Head of Digital**

**Job Title:** Head of Digital  
**Contract status:** Permanent, full-time  
**Reports to:** Director, Chester Beatty Library  
**Location:** Chester Beatty Library, Dublin Castle, Dublin, Ireland  
**Date:** May 2017

### **The Chester Beatty Library**

The Chester Beatty Library contains a world famous collection of manuscripts, prints, miniature paintings, early printed books and objets d'art from countries across Asia, the Middle East, North Africa and Europe. The Collection is principally focused on the written word and its associated painted and printed images.

The Chester Beatty Library is one of Ireland's national cultural institutions. It is a public charitable trust established under the will of the late Sir Alfred Chester Beatty and is governed by a Board of Trustees. Our mission is to maintain and preserve the Library's collections and to make them available in the most appropriate ways for the use and enjoyment of the public and for scholarly study and research, in order to promote a wider appreciation and understanding of the international cultural heritage embodied in the collections and to foster relations between Ireland and the peoples whose cultures are represented in the collections.

For more information on the Chester Beatty Library, its holdings and a full schedule of events and activities, please visit [www.cbl.ie](http://www.cbl.ie).

### **Summary Job Purpose**

In the lifetime of our current Strategic Plan 2016-2020, the Library is committed to making the Collections available online. This is contingent upon in-house digitisation of the Collections, which we will commence in 2017. In addition to creating and preserving digital content, the Library will seek to make this content available in the most accessible and appropriate ways to global audiences, given its resources. In addition, CBL is committed to creating a digital culture across the organisation and developing staff competencies in delivering digital initiatives.

The new position of Head of Digital is a key leadership position and provides an exciting opportunity for an experienced and creative professional to lead the digital department in the Library and to shape the way in which the Library reaches and engages its audiences via digital platforms within the Library and beyond its walls.

Reporting to the Director and a member of the Senior Management Team, the Head of Digital will supervise a team comprising of the Digital Curator, Photographic Services Assistant and two

Digital Photographers. In association with these colleagues and the Library's ICT Manager, Registrar and the Collections team, the Head of Digital will be ultimately responsible for the future digital direction and strategy of the Library, the creation of digital content and the development and management of this content to facilitate access to collections, increase online user numbers, and promote the Library's aims, objectives and mission.

The Chester Beatty Library is a collaborative organisation and the global nature of the collections are reflected in our multicultural and intercultural programming. With a strong understanding of and passion for digital and the arts, the successful candidate will be an energetic and self-motivated individual with excellent interpersonal skills. S/he will form part of a small but dynamic team, with the flexibility to adapt to the Library's constantly changing environment.

## **Key Responsibilities**

### **Strategic**

- Lead the successful development and implementation of the Library's digital strategy;
- Hold overall responsibility for the preservation, maintenance and archiving of the Library's digital assets & resources;
- Create and lead initiatives to embed the role of digital across the entire organisation and to develop staff competencies, ensuring successful delivery of digital projects;
- Keep abreast of latest digital developments, and identify, prioritise and exploit technologies, platforms and methodologies to further the Library's reach and engagement;
- Oversee the technical development of the Library's digital activity and work closely with the ICT Manager to ensure appropriate infrastructure is in place to facilitate the digital strategy's aims and objectives;
- Develop and implement a new E-commerce strategy for the Library and explore all digital revenue opportunities;
- Working with the Head of Development, identify sources of funding for digital projects;
- In consultation with the Senior Management Team, set annual budgets, and be responsible for working within them to achieve strategic aims;
- Contribute to the development of CRM strategy and data management;
- Monitor and report on a range of appropriate platform / channel analytics and KPIs.
- Advise on the development of search strategy to increase engagement with CBL's digital platforms and devise strategies to drive traffic to CBL website and other digital channels.

### **Projects**

- Oversee the complete digitisation of the Library's collections;
- Drive & project-manage the re-development of CBL's website, [www.cbl.ie](http://www.cbl.ie), to deliver a visually striking design which is intuitive to use and fully responsive on mobile devices, offering fresh and exciting ways to discover the Library and its collections;

- Oversee & advise on digital projects, including, but not limited to, the development of microsites, apps, podcasts, and engaging and innovative in-gallery experiences;
- Lead on all broadcast, film, streaming and content distribution initiatives.

### **Content & Campaigns**

- In consultation with marketing, education, and collections team colleagues, develop and implement a regular calendar of engaging digital content (including video and audio material);
- Work with marketing colleagues to develop digital campaigns to support CBL's work;
- Oversee a strategic approach to the use of social media, including channels such as Twitter, Facebook, YouTube, Vimeo, Google+, Pinterest, Instagram etc that support marketing campaigns and the wider mission of the Library – and continue to grow CBL's social media footprint to reach and engage with broad audiences.

### **General**

- Manage and motivate the Digital Team (Digital Curator, Photographic Services Assistant & two Digital Photographers), ensuring that work is of high quality, and implemented on time and within budget;
- Ensure delivery of CBL's photography and filming requirements;
- Be the main point of call at CBL for all digital matters;
- Budgetary management of all digital projects;
- Such other duties as may be assigned from time to time by the Director.

### **Required Skills**

The successful candidate will be an experienced, innovative, resourceful and creative thinker with a hunger to continually push the boundaries of digital engagement, matched with a healthy understanding of real world logistical and financial parameters.

### **Essential**

- Educated to degree or higher level in Computer Science, Digital Humanities or a related field;
- A minimum of 5 years' relevant professional experience in the field of digital humanities, cultural heritage, museums or similar environments;
- Proven track record in web/digital environment and exceptional senior level digital project management;
- Experience of successful delivery across digital platforms: digital content projects, web builds, mobile apps, email campaign systems;
- Practical expertise in one or more content management systems;
- Proven track record of successfully managing an organisation's overall digital presence across multiple platforms and for a variety of audiences;
- An excellent understanding of social media and how it integrates with other digital communications;

- Impeccable communication skills, with the ability to communicate complex technical matters in a clear in concise manner for other non-technical stakeholders and colleagues;
- The ability to evaluate arising technologies and digital disciplines for their relevance to the organisation;
- Good working knowledge of web analytics tools;
- Strong budget management;
- Evidence of strong project management skills;
- Highly effective organisational and planning skills - the ability to remain calm and focussed while working under pressure;
- Flexible approach, able to work as part of a multi-disciplinary team and on own initiative;
- An interest in and commitment to the work of the Chester Beatty Library.

### **Desirable**

- Higher degree or additional qualifications in related fields;
- Good professional network;
- A strong passion for and interest in the arts;
- Design experience, and working knowledge of design software (eg Photoshop, InDesign, Illustrator);
- Experience working with digitisation workflow management software;
- Working knowledge of HTML, CSS and XML;
- Experience of collections management systems and international metadata schemes appropriate for library, archival and museum collections cataloguing purposes;
- Experience of digital image colour management and practical digitisation techniques for a wide variety of different original materials;
- A good understanding of branding and the process for project managing the implementation of a brand over multiple channels;
- Experience using CRM / Fundraising databases (such as Raisers Edge)

### **Salary**

In line with Department of Public Expenditure and Reform regulations and guidelines on public service pay, an incremental salary scale applies (Assistant Principal Standard) and all new entrants from outside the Irish public/civil service will be required to commence employment at the minimum point of the scale which is €65,093 per annum. They will also be required to join the Single Public Service Pension Scheme.

### **Annual Leave**

The annual leave allowance will be 30 working days a year, subject to the usual conditions regarding the granting of annual leave, is on the basis of a five day week and is exclusive of the usual public holidays.

## **Application Instructions**

To apply, interested candidates should submit a cover letter expressing interest in the position and outlining relevant experience, together with a complete curriculum vitae and the names and contact information (mail, e-mail and telephone numbers) of three professional references to:

Mary Corless  
Human Resources Manager  
Chester Beatty Library  
Dublin Castle  
Dublin 2  
Ireland

Or by email to: [personnel@cbl.ie](mailto:personnel@cbl.ie) with "Head of Digital" in the subject line

Closing date for receipt of applications is Friday 9 June 2017

Interviews will take place at the Chester Beatty Library on Monday 3 July 2017

*Please note that any travel expenses incurred attending for interview will not be reimbursed.*

Canvassing will disqualify.

Referees will not be contacted until the search committee has informed the candidate of doing so.

***The Chester Beatty Library is an equal opportunities employer.***

**Please note:** All data received relating to the application will be held in line with the Library's record retention policy.