



Welcome to the nation's art

## Art UK Online Shop Manager

### About Art UK

Art UK is a dynamic arts charity with a national and global reach. The charity's mission is to open up art in public collections for enjoyment, learning and research. We do this through digitising artworks, telling the stories behind the art and creating exciting opportunities for public interaction with art both online and offline.

Our work contributes to the promotion and sustainability of the UK cultural sector and facilitates collaboration between cultural organisations and local and national communities. Successful partnership and collaboration are a hallmark of our organisation. Art UK works with over 3,000 collections to showcase over 200,000 artworks. From 2018, Art UK will also include sculpture.

Over 650 venues are involved as Partner Collections in Art UK. Partners pay a small annual fee to access enhanced benefits, including participation in the Art UK Shop. The Shop is intended to be a high-profile forum for the UK's cultural sector to generate revenue from their collections by allowing customers to shop with ease across UK collections, and pay for items in a single transaction. While Art UK manages the shop, it is built and fulfilled by a third party. The Art UK Shop launched as a pilot in November 2016, offering print on demand and image licensing. In late 2017 the Art UK Shop will be relaunched. Many more collections will be involved, and these collections will sell a wider range of products. For the first time, Art UK will sell our own product range. Generating both sector and commercial growth will be a core focus of the advertised role. For more information go to [www.artuk.org](http://www.artuk.org)

### Role Description

#### Working with collections

- To liaise with the line manager about recruiting new Partner Collections to the Shop
- To train collections to use the shop technology for uploading products and accessing sales information
- To manage multiple participants from the UK's gallery and museums sector, with different skill-sets and knowledge

#### Working with artists

- To understand relationships between artists, IPR holders and collections
- To liaise with the copyright team about reporting and payment of artist royalties

#### Working with technology, statistics and google analytics

- To be conversant in HTML for the purposes of uploading new content to the Shop using existing Shop CMS
- To be conversant with Ecommerce content management systems and familiar with search, category and filter structures
- To be familiar with photoshop for the purposes of re-sizing images
- To regularly ensure that we are gathering the right statistics and analysis that allows us to understand user behaviour

#### Sales and Product Development

- To oversee and increase sales for print on demand and licensing
- To increase collections' product listings
- To develop new online retail opportunities and new revenue streams that can support the Art UK Shop
- To develop a range of Art UK branded merchandise working with designers and manufacturers

- To negotiate prices and lead times, set margins, approve samples and be responsible for quality control
- To monitor online competitors

### Reporting

- To report to the line manager with details of spend, profit and participation levels
- To work with the line manager to set sales targets and KPIs for sustainability and growth
- To regularly update our funder Arts Council England about progress

### Marketing

- To liaise with Art UK's Social Media Marketer to actively market and promote the Art UK Shop through social media, online forums, across traditional media, and to encourage participating collections to undertake their own marketing
- To ensure that the design of the shop is continually up to date and on trend
- To stay ahead of trends in the image licence industry and to market our offer to potential customers
- To use our membership of professional associations to develop product knowledge and stay abreast of market changes

### Other

- To ensure standards for quality remain high
- To manage the relationship with the shop supplier
- To be aware of legal obligations around distance selling and online transactions

### Necessary Skills

- Essential: Minimum three years of experience in an online retail role
- Essential: Experience of commercial management and income generation with demonstrable impact of increasing sales
- Essential: Online marketing experience
- Essential: Excellent verbal and very accurate written communication skills
- Essential: Willingness to travel across the UK
- Essential: Ability to grasp complicated technical packages
- Essential: Understanding of HTML and web CMS systems
- Desirable: Educated to degree level
- Desirable: Experience of bringing new products to market
- Desirable: Experience of working within the museum retail sector
- Desirable: Experience of working with print on demand and image licensing
- Desirable: Strong partner relationship management skills

### Contract Terms

- Salary £30,000 per annum
- Start date January 2017 (flexible)
- Initial 12 month fixed term full time contract (potentially extendable)
- Standard Art UK one month termination clause
- Five weeks annual leave plus English Bank Holidays
- Position is open to applicants nationwide who must be able to work from home and attend meetings at our London office as required

### Application

Please send CV and covering letter to [camilla.stewart@artuk.org](mailto:camilla.stewart@artuk.org) by 9am on Thursday 14<sup>th</sup> December. Shortlisted candidates will be interviewed in the following week. If you have not heard from us within two weeks of the closing date, please consider your application unsuccessful.