



Welcome to the nation's art

Art UK Online Shop Officer

Are you passionate about bringing art to everyone? Do you believe in the power of digital to transform lives? We're looking for a highly motivated Online Shop Officer to join our friendly and dedicated team. In this exciting role you will contribute to Art UK's important work by working with collections to generate revenue from their artworks through the Art UK Shop.

About Art UK

Art UK is a cultural education charity on a mission to make the art in UK public collections accessible to everyone, for enjoyment, learning and research. We enable global audiences to learn about the nation's art collection by digitising artworks, telling the stories behind the art and creating exciting opportunities for public interaction with art, both online and offline.

Originally focused on oil paintings, our scope has recently widened to include prints, drawings, watercolours and, most recently, sculpture. We are currently documenting and digitising the nation's sculptures – both in collections and in public spaces. This exciting project has major funding from the Heritage Lottery Fund and is due to be completed in 2020.

We play a major role supporting public art collections by improving their accessibility and sustainability. Although we are a relatively small charity, our platform is shared by over 3,250 UK art collections and over two million people use our website each year. No other country in the world has a resource like Art UK.

Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit artuk.org.

About the Art UK Shop

Set up in November 2016, the Art UK Shop offers participating collections the opportunity to generate revenue from print on demand, image licensing and by selling their own merchandise online. All the profits from sales goes directly back to collections to support the vital work they do around collections care, public engagement programmes and learning.

The shop is designed as a marketplace to be shared by any Partner collection wishing to participate, and it offers collections a purpose-built, dedicated platform from which they can generate revenue efficiently with very little financial outlay or risk. Partner collections pay a small annual membership fee to Art UK which helps us to develop a strong, sustainable, shared digital showcase of UK public art.

Sharing a single platform allows Art UK to efficiently streamline resources around fulfilment, marketing and promotion, and it also enables customers to order a print from Aberdeen Art Gallery, a scarf from The Lowry Collection, Salford, and a book from Dorich House Museum, and pay for these in one transaction through a single shopping basket. As more collections join the shop and revenue grows month on month, the shop is fast becoming a destination ecommerce site for shoppers wishing to purchase a unique gift from the UK's cultural sector.

We work with an external supplier, Heritage Digital, who provide the e-commerce platform, payment processing, customer support and the on-demand printing of artwork reproductions.

About You

As the Online Shop Officer, you will be responsible for maintaining and growing the shop database by liaising with collections and the Art UK team to refine and grow the shop offer. You will take specific responsibility for developing a retail offer around the new sculpture content that is joining Art UK, through either prints or merchandise. You will also be responsible for adding content and merchandise, copywriting and facilitating user journeys through this content by tagging and developing themes.

You will be a good communicator and team-player with excellent written communication skills, experience writing copy for commercial purposes, and a good understanding of SEO. You will have an eye for detail and design, and experience of product photography would be an advantage.

Key Responsibilities

- Research and develop a range of products based on Art UK's database of sculpture photography
- Research the commercial opportunities of 3D printing, and develop a marketable sculpture product
- Work with collections to identify winning products that will appeal to the Art UK Shop audience
- Research and capitalise on opportunities to promote shop products in relation to events, exhibitions and activities taking place across partner collections
- Visit collection venues and photograph selected products
- Write engaging SEO rich website copy for products, gift ranges and themed pages
- Add and edit listings for products on the shop CMS
- Assist with creation of new shop content to maximise sales. This content ranges from seasonal gift guides to gallery pages that explore artistic themes and styles, and we promote this content using social media and PPC advertising to reach new customers.

Necessary Skills

- Essential: High level of attention to detail
- Essential: Excellent IT skills (including Microsoft Office)
- Essential: First-class written and spoken communication skills
- Essential: Proficient in website copywriting
- Essential: Ability to work both independently and as part of a team

- Essential: Experience of working in an ecommerce or commercial role within digital industries
- Essential: Experience using Content Management Systems
- Desirable: Experience of bringing products to market
- Desirable: Experience handling B2B client relationships
- Desirable: Proofreading experience or qualification
- Desirable: Interest in art and awareness of UK art collections

Contract Terms and Benefits

- 12-month fixed term contract
- 2.5 days a week / 0.5 FTE
- Salary £24,500 per annum (pro rata)
- Three-month probationary period
- One-month termination clause
- Five weeks annual leave plus Bank Holidays (pro rata)
- Work from home, ideally situated in the North West of England

Application

To apply, please send your CV, covering letter and a completed Equality, Diversity and Inclusion Monitoring form to recruitment@artuk.org by 9am on Tuesday 17th September. Equality, Diversity and Inclusion forms can be downloaded from our website www.artuk.org/about/jobs.

Interviews will be held in Manchester w/c 30th September. If you have not heard from us within two weeks of the closing date, please consider your application unsuccessful.

As part of our commitment to Equality, Diversity and Inclusion please note that we redact some details from job applications ahead of the shortlisting stage to ensure the removal of unconscious bias. Details that we redact include (but are not limited to) any and all references to protected characteristics, names of educational institutions and indications of political affiliations.