



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.

We welcome and encourage applications from candidates who are under-represented in the creative industries, particularly individuals who experience physical, mental, or social barriers to accessing the arts.

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.

Over 80% of the nation's art is not on public view, and until Art UK started its work much of this art had not been photographed. Our work is helping to radically change this, making what is publicly owned, publicly accessible – to anyone, anywhere. Originally focused on oil paintings, our scope has widened to include prints, drawings, watercolours, sculpture and photography.

We play a major role supporting public art collections by improving their accessibility and sustainability. Our platform currently shows 270,000 artworks by 50,000 artists and is an ambitious collaboration between 3,300 institutions, making it one of the largest arts partnerships put together in the UK. 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 shop for gallery focused prints and gifts from collections across the UK 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 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 of writing copy for commercial purposes, and a good understanding of SEO. You will have an eye for detail, a strong flair for design, and experience using Photoshop to create imagery for website landing pages and marketing purposes. You will have good technical skills and an ability to think creatively about solutions that help us to scale and grow the shop.

Key Responsibilities

- Work with collections to identify winning products that will appeal to the Art UK Shop audience
- Work with the supplier to design appealing and high-quality print-to-order products
- Create contemporary and engaging visual marketing assets to encourage customers to buy
- Create collection pages and encourage collections to link to these pages from their own websites
- Build relationships with collections commercial and marketing teams
- Manage a collection mailing list and regularly communicate with collections about marketing opportunities and other opportunities to grow sales
- 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.
- Promote 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) and a working knowledge of HTML
- Essential: Excellent design skills including working knowledge of Photoshop
- Essential: First-class written and verbal communication skills
- Essential: Proficient in website copywriting
- Essential: Ability to work both independently and as part of a team
- Essential: Experience working in an ecommerce or commercial role within digital industries
- Essential: Experience using Content Management Systems
- Desirable: Experience of bringing products to market
- Desirable: Proofreading experience or qualification
- Desirable: Interest in art and awareness of UK art collections
- Desirable: Experience of managing marketing communications through Mailchimp

Contract terms and benefits

- Full-time, permanent post
- Salary £26k per annum
- Three-month probationary period
- One-month termination clause
- 25 days annual leave plus regional Bank Holidays
- Work from home, anywhere in the UK

Application

Please [visit our website](#) to download the application form. To apply, please submit your completed application form to recruitment@artuk.org. Suitable candidates will be invited to interview, and applications will close once the position has been filled. If you have not heard from us within three weeks of submitting your application, please consider your application unsuccessful.

If you are experiencing issues downloading the application form or require support in completing this, please contact info@artuk.org. As part of our EDI monitoring process we also ask for your cooperation in completing a short EDI survey which can be accessed via the link on the application form.

Forms must be sent in MS Word or a format compatible to MS Word. Please do not send PDFs. Applications sent as a PDF will not be accepted.

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

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 [our website](#).