

HEAD OF DIGITAL, FLINT CULTURE

Terms and Conditions

Start Date: ASAP

Contract: Permanent, Full-Time

Working Hours: 37.5 hours per week, 3 days from the Farringdon office and 2 days remote. A Flexitime policy is in place, and core working hours are 10.30 am – 4.30 pm

Salary: £65,000 per annum (dependent on experience)

Probation: 3 months

Location: Hybrid model with 3 days at our Farringdon office and 2 days working from home.

Holidays: 25 days per annum plus all UK public and bank holidays. In addition, the agency currently operates discretionary closure of at least a week over Christmas and the New Year, in addition to staff leave entitlement.

Pension: Flint Culture offers a workplace pension plan with Royal London currently with 5% employee and 3% employer contributions after passing a 3-month probation period.

Benefits (post probation):

- Corporate gym membership
- 1 charity day per annum
- Enhanced Maternity, Adoption and Shared Parental Leave Policy
- Arts and culture events and activities budget – to the value of £150 per annum
- External training budget / internal training – to the value of £200 per annum
- Days off in lieu of weekends worked
- PRCA individual corporate membership
- Museums Association corporate membership

You will be required to provide proof of eligibility to work in the UK

Flint Culture is an award-winning communications consultancy specialising in the cultural and creative industries. We deliver campaigns worldwide through offices in London, Dubai, Istanbul and Delhi, supported by an international network of Associates. Our work is driven by specialist expertise, regional insights and a belief in the value of culture.

We seek a transformative and accomplished Head of Digital passionate about the arts to work across our international offices from our London base.

Working closely with our Founding Directors, you will be a key member of our Senior Leadership Team. You will drive the development of the agency's digital services offer, raise the profile of this area of the business within relevant industry sectors e.g. communications industry, drive and generate new business and lead our international digital team.

Our ideal candidate will have extensive experience leading and successfully delivering digitally-led campaigns as part of an integrated communications team, agency or in-house. They will have an excellent understanding of the digital landscape and strong industry networks and contacts with digital & data partners, vendors, platforms, and suppliers across the UK and internationally (key markets include: the US, Europe, and MENA).

A proactive team player who is highly organised and motivated with a proven track record in leadership and an ability to train, guide and motivate a digital team made up of managers and executives.

The role is instrumental to the agency as the strategic lead of our digital accounts and campaigns for clients within the cultural and creative industries, including contemporary art, heritage, performing arts, literature, design and architecture and film. Current clients include Artichoke, Leighton House, The Mosul Cultural Museum, The Institute of Contemporary Arts (ICA), The RIBA International Prize, The Royal Commission of AlUla, Halcyon Gallery, The South Bank, and the Bodleian Libraries.

Your Key Responsibilities

Leadership and Team Management

- Mentor, develop and manage the digital team, including digital capabilities (set and deliver against vision, provide direction and navigate the team to achieve creative and commercial success)
- Managing the expansion of the digital team and leading the recruitment process in line with the department's growth
- Marshal team resources to fit client requirements and work with staffing/revenue ratios
- Ensure integration between the digital team and the wider Flint Culture team and integrate the digital offer with other comms services
- Supporting the professional development of the digital team through direct line management (inc. contributing to performance reviews), training and mentorship

New Business Development

- Identifying, developing, pursuing and delivering new business opportunities with new and existing clients; on a national or international level through networking, research and proactive outreach
- Leading the development of compelling new business proposals and the delivery of pitches and tender submissions

Campaign development and delivery

- Directing the creation of effective digital strategies in response to diverse digital briefs, responding strategically to clients' digital and business development objectives
- Strategic oversight for the delivery of digital campaigns, ensuring the efficient implementation of integrated digital processes, including social media, media buying, display advertising, content creation and production, the development and activation of promotional partnerships (inc. sponsorship), copywriting and translators
- Manage projects, coordinating workflows across the team to ensure that all campaign deadlines are met, and KPIs are adhered to

Client Servicing

- Cultivating new and existing client relationships, establishing a position of trust developed around the sector and service-specialist digital experience and expertise
- Be the key digital contact and escalation point for the clients and actively engage and build strong client relationships
- Provision of strategic reviews of existing campaigns
- Managing partner relationships with key digital vendors (Meta, Google, etc.) to ensure that clients gain maximum benefits from trading deals brokered

Digital Operations

- Managing and reporting on department budgets, profitability targets and maintaining delivery standards across all digital campaign teams/accounts
- Responsible for quality standards across all aspects of digital delivery
- Ensuring regular and effective reporting and reviews of Digital Business
- Devise commercial new business plans that drive maximum profitability for our digital offering
- Introduce the wider agency to the latest digital thinking and best working practices
- Collaborate with design, production, account management and editorial to drive quality communications

Professional networks and networking

- Developing, maintaining and leveraging close and collaborative relationships with UK and international digital partners as well as Cultural and Creative Industry practitioners and industry leaders, and relevant institutions, organisations and associations
- Developing positive and productive reciprocal relationships with region, sector and service-specialist delivery partners, including the agency's growing international network of regional Associates, consultants, freelancers and affiliated agencies
- Representing the agency at relevant industry events, including conferences, seminars and award ceremonies

Skills & Experience Required

Essential

- A minimum of 5 years of proven experience in executing successful digital marketing campaigns across digital channels
- Extensive experience working within a digital or integrated agency or client side in an equivalent role
- Strong relationships with digital & data partners, vendors, platforms, and suppliers
- A positive and passionate approach that motivates the markets & champions team success with clients

- The ability to challenge clients in a structured and well-thought-through way
- Strong analytical skills and experience in data-led decision-making
- Excellent written and verbal skills
- Solid presentation skills (verbal, writing and delivery) and comfortable dealing with senior global client communication
- Ability to handle multiple projects and prioritise responsibilities
- Ability to work efficiently in a fast-paced environment
- High level of accuracy and attention to detail
- Project management and eye for detail
- Keen problem-solving and troubleshooting abilities and fostering innovative ways of solving problems.
- Line management experience
- Highly motivated, collaborative and entrepreneurial
- Fluent in the strategic use of digital and social media platforms to deliver results.
 - Social media platforms – Facebook, Instagram and Twitter, with LinkedIn also desirable)
 - Google platforms such as Google Analytics and Google Tag Manager

Desirable

- Experience working within the arts and culture industry
- Arabic speaking

To apply for the role, please provide a CV and cover letter demonstrating how your skills and experience meet the role’s requirements to:

Chantal Lane at chantal.lane@flint-culture.com.

Please state *Head of Digital* in the subject line.

The deadline for applications is 4 pm on Thursday, 20 July 2023.

First interviews: will take place on Tuesday, 25 July 2023 – Thursday, 28 July 2023 via video call or in person

Second interview: will take place in person during the w/c 31 July 2023.

We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join us and influence and develop our working practice. We are particularly keen to hear from candidates from Asian, Black or ethnically diverse backgrounds and candidates who self-identify as disabled. All candidates who self-identify as disabled who demonstrate that they meet the essential criteria will be invited for an interview. Flint Culture is committed to equality of opportunity for all staff. Applications from individuals are encouraged regardless of age, caring responsibilities, disability, gender, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief, and sexual orientation.