

THE UNIVERSITY OF MANCHESTER

PARTICULARS OF APPOINTMENT

FACULTY OF CULTURAL INSTITUTIONS

WHITWORTH ART GALLERY

DIGITAL COMMERCE ADMINISTRATOR (MATERNITY COVER)

VACANCY REF: CIX-031080

Salary:	£28,031 to £31,236 pro rata, per annum, depending on relevant experience
Hours:	Part time 28 hours per week (0.8FTE)
Duration:	Fixed term available for 12 months
Location:	Oxford Road, Manchester

Enquiries about the vacancy, shortlisting and interviews:

Name: Emma Gittins

Email: emma.gittins@manchester.ac.uk

Overall, Purpose of the Job:

The Commercial Team at the Whitworth is responsible for income generation. Reporting to the Head of Retail, Buying & Product Development, you will support the retail team with administration, stock management, and product development. Strong organisational and software skills are essential.

As Digital Commerce Administrator, you will optimise the online shop, manage digital marketing (social media, paid ads, and customer outreach), and create engaging content for product launches and exhibitions. You will also collaborate with internal teams and external consultants to align retail strategies with gallery programming.

You will enhance customer engagement, help to drive revenue growth, and contribute to the Whitworth's expanding commercial enterprise.

Retail and Online Sales:

- Ensure deliveries of stock are promptly dealt with, checked, posted on the computer, barcoded and merchandised.
- Manage and maintain the EPOS system to ensure maximum profitability and maintain a comprehensive database of supplier information.
- Work with the Acting Retail Manager to undertake regular stock takes.

- Provide cover for the Acting Retail Manager when absent or on leave, in particular assisting with the online shop postage and deliveries and liaising with the online shop developer if necessary to troubleshoot any urgent problems.

Digital Commerce Administration:

- In conjunction with the Head of Retail, help to develop and execute digital commerce strategies across email, social media (Dot digital/CRM & Instagram), and paid advertising (Instagram & Facebook).
- Following direction from the Head of Retail, maintain the Whitworth Shop website on Shopify, ensuring a seamless and engaging online experience.
- Provide Shopify and Dot digital/CRM training to other team members when needed.
- Troubleshoot for Shopify and Dot digital.
- Develop retail engagement plans aligned with exhibitions and audience trends.
- Inform retail planning based on analysis of previous sales data, Dot digital insights, and customer engagement metrics.
- Maintain retail Dot digital list segmentation and customer relationship management (CRM) strategies.
- Work closely with departments including Marketing & Communication, Collections & Exhibitions, Civic Engagement & Education, and Buildings & Operations to align retail digital commerce initiatives with gallery programming, audience engagement strategies, and operational requirements.

Digital Design & Content Creation:

- Produce high-quality product photography and compelling content for online platforms.
- Design and maintain the Whitworth Shop website to align with the gallery's branding.
- Contribute to the creative development of digital commerce materials, including newsletters and social media content.

Business Development & Innovation:

- Cultivate relationships with online consultants and e-commerce specialists.
- Analyse Shopify and Dot digital data to identify trends and new opportunities.
- Develop targeted retail Dot digital customer outreach initiatives (e.g. newsletters) based on Shopify and Dot digital data insights, with support from the Head of Retail.

Essential Criteria:

- Proven experience in a highly accurate, organised role with strong verbal and written communication.
- Proficient in MS Office and EPOS systems.
- Strong numerical and analytical skills with great attention to detail.
- Experience in digital commerce, including Dot digital (or other comparable CRM system) social media strategy, and paid advertising (Instagram & Facebook).
- Skilled in product photography, content creation, and website design to enhance customer engagement.
- An understanding of CRM strategies, audience segmentation, and data-driven e-commerce campaigns.
- Ability to analyse sales data, customer insights, and e-commerce performance metrics.
- Experience leading e-commerce strategies for exhibitions and seasonal programming.
- Ability to collaborate across marketing, curatorial, and operations teams.
- Skilled in troubleshooting Shopify and Dot digital (or other comparable CRM system) integrations.

Desirable Criteria:

- Interest in and passion for the cultural and heritage sector.
- Awareness of environmental challenges facing the retail sector.
- Friendly and approachable and ability to work well in a team environment.