

JOB DESCRIPTION

JOB TITLE: Head of Digital Experience

RESPONSIBLE TO: Deputy Director

RESPONSIBLE FOR: Social Manager

DATE PREPARED: January 2026

1 JOB PURPOSE

We are seeking a forward-thinking and cross-functional Head of Digital Experience to oversee digital innovation at The Hepworth Wakefield. This is a key new role to drive the gallery's digital performance across CRM, ecommerce, AI integration, and sponsor engagement - ensuring the gallery grows digital audience reach, revenue and develops innovation and effectiveness in everything we do.

The Hepworth Wakefield's Head of Digital Experience is both evaluator and enabler. You will analyse, optimise and help grow all digital touchpoints - ensuring our website, online retail, and digital outputs work seamlessly and strategically to support audience growth, brand awareness, and commercial success.

The Head of Digital is part of the Senior Management Team at The Hepworth Wakefield and will devise and implement an effective data strategy to inform decision making and ideas for the future of the organisation. This is a unique opportunity for a data-savvy, creative digital expert to shape a major cultural institution's next chapter, ensuring creative digital is embedded across the organisation.

2 KEY RESPONSIBILITIES AND RESULTS

Digital Strategy & Management

- Lead ongoing optimisation of the gallery's digital platforms to support income, engagement, and access goals.

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Wakefield, West Yorkshire
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- Work with departments across the gallery to align and execute digital strategy with organisational priorities, ensuring ethical, inclusive and future-facing digital practices across the business.
- Provide inspiring line management to the Social Manager and support their continued development, as well as ensure wider teams have the digital skills and knowledge to perform effectively in their roles.
- As part of the Senior Management Team, contribute to strategic decision making and ideas for future strategy.

Data & Digital Marketing

- Analyse and exploit existing data to improve performance and UX across all our digital channels.
- Manage and implement SEO strategy to grow reach and CRM strategy to increase conversion in ticketing, membership, donations and retail.
- Ensure consistency in tone, branding and technical quality across channels.

Digital Revenue

- Collaborate with the retail team to grow audience reach and drive ecommerce sales, including our Print-on-Demand service and Artist Editions, ensuring site optimisation and improvements.
- Develop and execute data-informed plans to boost revenue by innovating digital revenue streams.
- Lead new digital initiatives and integrations with partners and platforms.

Sponsor & Partner Relationships

- Actively network within the digital and createch sector to ensure The Hepworth Wakefield is a key player nationally and embedded within the West Yorkshire creative digital sector.
- Working in collaboration with teams across the organisation, seek out and develop new digital programmes, partnerships and sponsorship opportunities.

AI Strategy & Innovation

- Lead the gallery's AI vision and help define its first ethical AI use policy.
- Explore new tools and partnerships to integrate AI into marketing, audience engagement, and interpretation to ensure the best possible user experience.

Analytics & Insight

- Produce regular performance reports and insight dashboards.
- Provide actionable insight to inform future campaigns, content strategy and product development.

3 ADDITIONAL INFORMATION

We are committed to improving diversity within our organisation and we expect all our employees to share this commitment and help us to achieve these goals.

All staff must carry out all duties in accordance with our policies and procedures.

4 KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

KNOWLEDGE

Deep knowledge of website performance, ecommerce marketing and CRM systems.
A keen interest in art and an understanding of the work of The Hepworth Wakefield.

SKILLS

Strong analytical skills with a track record of using data to drive business growth.
Forward-thinking, with interest in emerging technologies including AI and digital storytelling.
Collaborative, clear communicator with strong stakeholder and partner management skills.
Entrepreneurial and curious, with a drive to innovate and expand cultural impact.

EXPERIENCE

Demonstrable experience in digital management, ideally within the arts, retail, or cultural sector.
Proven ability to manage and optimise digital campaigns across paid and organic channels.
Experience of line-management, with the ability to support and encourage team members to perform to the best of their ability.
Experience of developing new projects and securing major partnerships.

5 BASIC TERMS AND CONDITIONS

- The salary offered for this position is £40,000-£45,000 per annum, dependent on experience.
- This is a permanent position.
- Full-time, 37 hours per week.
- Hybrid working options available.
- There may be an occasional requirement to work evenings and weekends, for which TOIL will be granted.
- Probationary period of 6 months.
- Notice period 1 week during probation.
- The place of work is The Hepworth Wakefield, Gallery Walk, Wakefield, WF1 5AW.

- 25 days annual leave per annum plus bank holidays (pro rata), rising by a day each year of service up to a maximum of 28 days. The leave year runs from 1 April to 31 March.
- New employees meeting the criteria will be auto-enrolled into a pension scheme run by Royal London, including an employer contribution of up to 6%.
- Enhanced maternity, paternity and adoption entitlements.
- Enhanced sick pay entitlements.
- Employee Assistance Programme offering confidential support services.
- Free eye tests run by Specsavers.
- Staff discount in the shop and café.