

# Digital project manager – websites

## Overview

This integral role sits at the pivot point between our clients and our team: dealing with requests and enquiries, troubleshooting issues, pro-actively managing website health and delivering digital projects for some of the UK's most significant (and fun) cultural sector clients.

You'll need to be both systematic and adaptable, a tenacious completist who can calmly pick up and juggle multiple short-term tasks as they drop in.

You'll be testing websites, researching solution, uploading content, setting up analytics, managing and interpreting data, checking-in with designers, collaborating with developers, updating clients and much more.

We're looking for someone who will learn quickly, working alongside our experienced team, and be (or could grow into) a confident advocate for our company.

It's a hugely rewarding role, helping arts organisations to inspire their audiences. You'll be tackling different tasks and learning new skills, every day.

You'll be a key part of a generous, supportive and ambitious team; a Certified B Corporation with three decades of experience and expertise.

We work in the exciting overlap between the arts and technology so you'll get even more out of the role if you have interest (and possibly experience) in both.

## Salary: £27K – £34K experience dependant

We're genuinely open to a discussion if you feel you are worth more, or if you feel you'd need to work up to this level.

## Location: hybrid

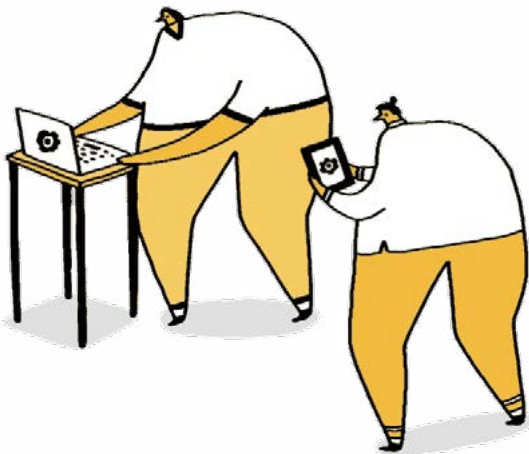
Hybrid: minimum of Mon – Wed in our studio in Greenwich, plus some client meetings.

## Flexible hours

7.5hrs per day, plus an hour's lunch.  
Around core hours: 10:00 – 16:00, weekdays

## Leave

25 days of annual paid leave (plus bank holidays) which increase after you've been here two years.



## Things that mark us out:

- You'll always be treated with respect and empathy. You'll work with your line manager to keep learning and developing in ways that suit you
- Funded monthly cultural outing with the team
- Monthly breakfast briefings with leading figures from the sector
- Regular training sessions delivered by team members and guests
- Membership of the Arts Marketing Association with access to online resources
- Twice yearly team discussion days – where we celebrate the past and play an active part in planning your future
- Cycle to work scheme
- Travelcard loans (interest free)
- Free tickets and opportunities to attend shows and client events
- A well stocked kitchen with cupboards full of fancy teas, coffee and biscuits
- The world's best portfolio of arts clients

## How to apply: write (don't send a CV)

We want to know about you not where you lived or went to school. Write to us about why you'd be the ideal fit for our team. Include examples of specific or transferable skills and tell us why you're proud (or not) of what you achieved in previous roles.

## Apply by: 10am, Monday 11th November

Email [opportunity@cogdesign.com](mailto:opportunity@cogdesign.com)  
We've got work to get on with straight away. But we'll happily wait for the right person.

## The process

We'll respond to everyone. If we need more clarification we'll ask for it.

If we select you for the next stage then we'll arrange an online chat between you and a couple of our team. We'll send our questions in advance and invite you to do the same so the meeting is as productive as possible.

We might then invite you to the studio to meet in person. Again, we'll send discussion topics in advance.

# Digital project manager – websites

## Liaising with clients

- Being the day-to-day contact point for many of our regular 'retainer' clients
- Promptly and empathetically responding to enquiries, understanding client needs and providing reasoned responses – options, action plans, timelines
- Liaising with the rest of the team to take timely action
- Describing technical considerations with the confidence of jargon-free language
- Assisting in scoping and mapping out requirements of new projects
- Being a hands-on do-er in areas such as content entry, snagging and testing; providing or overseeing quality control before work is sent to clients
- Methodically problem solving issues and debugging website issues
- Using and interpreting Google Analytics, data
- Setting up basic event tracking and adding pixels via Google Tag Manager
- Helping clients with basic understanding of SEO requirements and helping them to achieve them
- Proactively looking for ways we can help improve our clients' websites

## Liaising with the team

- Providing a client perspective in ways that chime with our designers and developers
- Asking questions, making suggestions; prompting and promoting dialogue between developers and designers to ensure a clear shared understanding
- Identifying opportunities and problem areas early and proposing ways to address them
- Looking out for areas of best practice and technical skills that we can adopt; liaising with others and make that happen

## An active team member

- Being an enthusiastic adopter of our approach, ethos and culture
- Maintaining and improving our systems: accurately recording time, following admin procedures, swiftly responding to requests from colleagues
- Working closely with your line-manager: actively engaging in your personal development and supporting the development of others
- Recognising the diversity of the individuals within our team and making useful accommodations

## Qualities and knowledge required

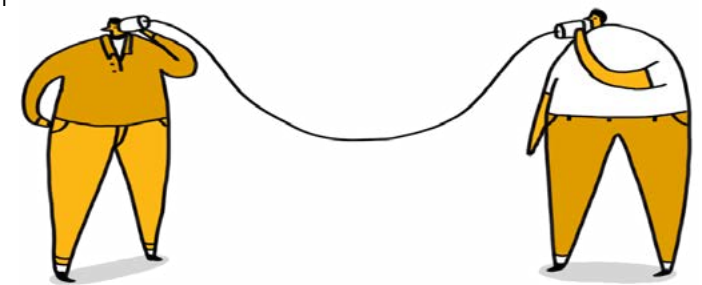
We're looking for someone who can show us they'd be a great addition to our team. That probably means they can demonstrate the following:

- A people person who enjoys the day-to-day interaction with clients, developers and designers
- A multitasker who is happy working concurrently on many projects (and has the tenacity to see them all to completion)
- The ability to explain complex technical solutions in everyday English
- Basic understanding of SEO, Google Analytics and Tag Manager (we can provide training to get you fully up to speed)
- Working knowledge of content management systems (such as WordPress)
- A team player with a desire to constantly improve, and to help others do the same
- Enthusiasm for the sector we work in and empathy for the needs of our arts-based clients, perhaps through experience, working in an arts organisation

## Would be great if...

These aren't essential to you getting the role, but would be an added bonus:

- An enquiring mind that means you experiment with multiple digital platforms in ways we haven't considered
- Experience working in the arts and/or working in a design agency
- Knowledge of email platforms
- Experience working with third-party systems, such as ticketing systems
- An understanding of the topic of accessibility and a desire to implement best practise and push for inclusivity



# What's it like at Cog?

We are: design led / audience focused / sustainable / accessible / culture obsessives / passionate, never precious / generous, inclusive and supportive / plain spoken.

We work exclusively in the worlds of arts, culture and heritage.

We design and build unique websites that help arts organisations inspire their audiences.

Formed in 1991, we are probably the UK's most experienced agency in our sector.

Our studio, right next to Greenwich station, has all the things you might expect (including a pool table, a well-appointed kitchen and a cupboard of fancy teas) and some things you might not (like an indoor garden and fishpond).

We've taken a photo of the day, every working day for more than a decade: [cogdesign.com/journal/everyday-cog](http://cogdesign.com/journal/everyday-cog)

## Cultural advocates

We firmly believe in the power of culture to transform lives.

We sometimes work for free on campaigns to raise awareness and lobby for greater recognition of the arts, especially for the importance of creative subjects in education.

We invest in a monthly cultural outing for the whole team. We take it in turns to write a review on our site. We commission an illustration from an emerging talent to top our review and the monthly cultural calendar that we send to 1000+ key contacts in the arts sector.



## Certified B Corporation

Profit is vital to our business but it isn't our only driver. We also want our business to be sustainable, equitable and inclusive. For that reason we are a Certified B Corporation.

That means we have met exacting standards about the way we value our team, the efficacy of our working practices, the choices we make around suppliers and the overall benefit we provide to society.

It means we have an unwavering ethical policy; an active approach to equity, diversity and inclusion; and a positive stance on accessibility and inclusivity.

And we are on a journey towards a fully sustainable studio, including carbon positive website hosting.



## Discussion days & training

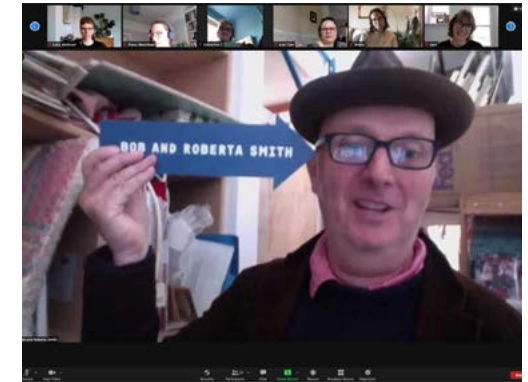
Twice a year, usually in May and November, we close the studio and invest a day or two in ourselves; most of our remote team join us in person.

We spend the day learning from the past and planning the future. Together we contribute to the agenda, discussions and decisions that shape the company's direction. And we continue into the evening with an outing and/or dinner.

## Investing in you

Attending seminars, webinars, training and live events can be an important part of our work. We are happy to invest in you. If you feel that an event is useful to you and the company, we're always happy to chat about it.

Your line manager will work with you to find out how you learn best and what you value most. Together, you'll put together a progression plan and work on that during your time here.



## Breakfast Briefings

We run early morning, monthly sharing sessions that we call Breakfast Briefings.

Speakers come from a wide range of backgrounds: artistic directors, arts leaders, politicians, marketers, technologists, artists, curators, makers and many more.

We invite a select (and growing) list of clients and friends to join us in the audience. It's a great way to make introductions and spark collaborations.

And in the gaps we often host internal learning sessions where members of our team share their expertise and research with the rest of us. It's a great platform for talking about the topics that matter to us most.