



THE  
NATIONAL  
GALLERY

Director of Digital Innovation & Technology

November 2023 | Reference: ENTI

Saxton Bampfylde

**The National Gallery exists so that people can engage with great art.**

*It is a public museum with a uniquely important collection of pictures for the benefit of all.*



# WELCOME!

Thank you for your interest in the role of Director of Digital Innovation & Technology.

At the National Gallery, we recognise the opportunity that digital innovation and technology help tell our stories of how art can help people make sense of their lives in an ever-complicated world. Over the past few years, we have invested heavily in pioneering digital initiatives, and we are poised to continue our ambitious journey to remain at the forefront of digital innovation within the sector.

From creating immersive exhibitions and virtual tours that transcend geographical confines to creating engaging content for people of all ages, we have consistently pushed the boundaries of what is possible in the intersection of art and technology. Our innovative approach has not only enhanced the visitor experience but also generated recognition among our global audience and in the digital world.

We recognise that maintaining this trailblazing spirit requires dedication and investment. At the National Gallery, we are committed to resourcing this area to ensure we remain at the forefront of digital innovation within the museum field. Our commitment extends to allocating substantial resources, both financial and human, to support the vision of our new Director of Digital Innovation & Technology.

As we embark on this recruitment journey for a Director of Digital Innovation & Technology, we are eager to find a visionary leader who can help us reach even greater heights. The Gallery will provide the selected candidate with the tools, the team, and the creative freedom necessary to transform our ambitious digital vision into reality. Our goal is to be a beacon of inspiration, setting new standards for how technology and art history intersect, and to inspire similar initiatives across the museum world.

In this recruitment pack, we outline the qualities and skills that we will be looking for the role of the Director of Digital Technology & Innovation. Join us in reimagining the museum of the future, where innovation and technology breathe new life into our rich art history.

If, you feel that you are the visionary leader who can guide us on our journey as we continue to set the standard for digital innovation within the sector, then we look forward to hearing from you.



The National Gallery constitutes a living legacy of humanity's highest cultural achievements in painting and is an inestimable resource for understanding the world as we have inherited it. It tells a coherent story of European painting spanning seven centuries and reflects how artists and the societies in which they lived have responded to myth and religion, history and contemporary events, landscape and the human form, and to the tradition of art itself; it is the Gallery's responsibility to share this resource with the widest possible audience.

Established in 1824, the National Gallery is a national responsibility ultimately underwritten by Parliament. A quarter of a century ago, the Gallery's statutory responsibilities were set out:

- To care for and add to the collection;
- To display it for the public;
- To advance scholarship and research, and;
- To promote enjoyment and understanding.

Millions of people now visit the National Gallery every year and many more are reached online; the Gallery is committed to being a place of learning and enjoyment, and as a source of inspiration for this and future generations. From its inception, the National Gallery has been free to visit in alignment with the belief that free admission represents a commitment to the public which must be reaffirmed and developed, a commitment to visitors of all ages, from Britain and abroad, and from all walks of life.

*Who is there, among  
Nothing is made with  
JEAN-AUGUSTE-DOMINIQUE*

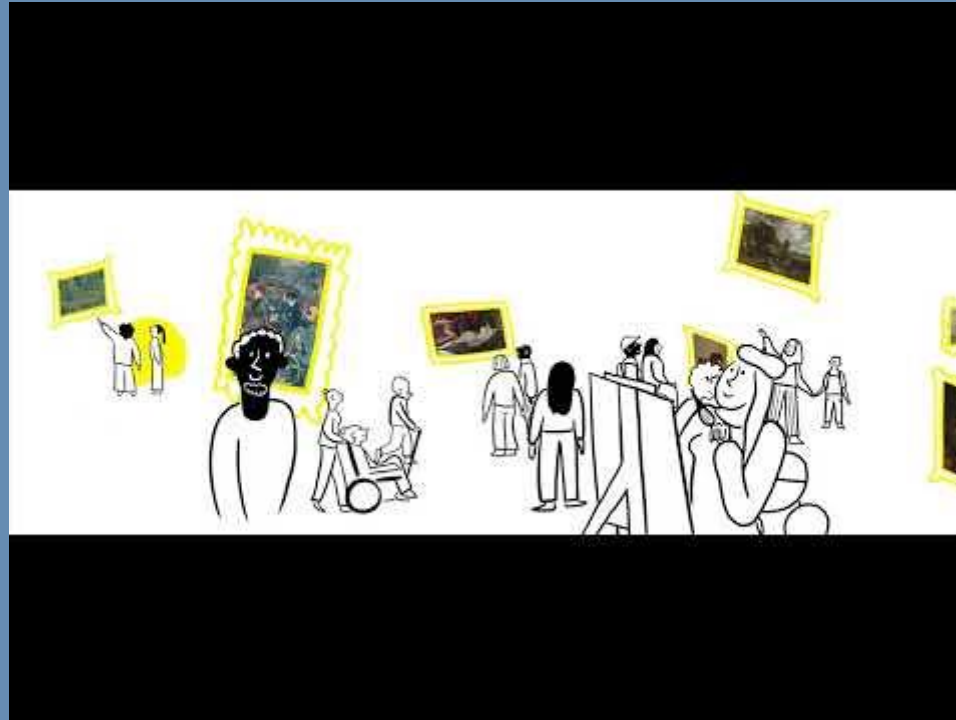
*The National Gallery has an important role to play in enabling people to understand and negotiate the changes that society is undergoing by providing long-term historical perspective, mediated access to works of art of great significance and beauty, and a safe environment for reflection on questions of identity, beliefs, and on the relationship between the past and present.*



# NG200

The NG200 project has been conceived to celebrate the Gallery's Bicentenary in 2024.

It will see the launch of an exciting programme of exhibitions and events across the UK, and also includes a suite of capital projects that will improve the Gallery's buildings and services for the people who visit now and those who will in the future.



The Gallery has charitable status and is a non-departmental public body sponsored by the Department for Culture, Media & Sport. Dr Gabriele Finaldi, the Director, acts as the Accounting Officer.

The Gallery is governed by a Board of Trustees, who hold the pictures in trust on behalf of the nation.

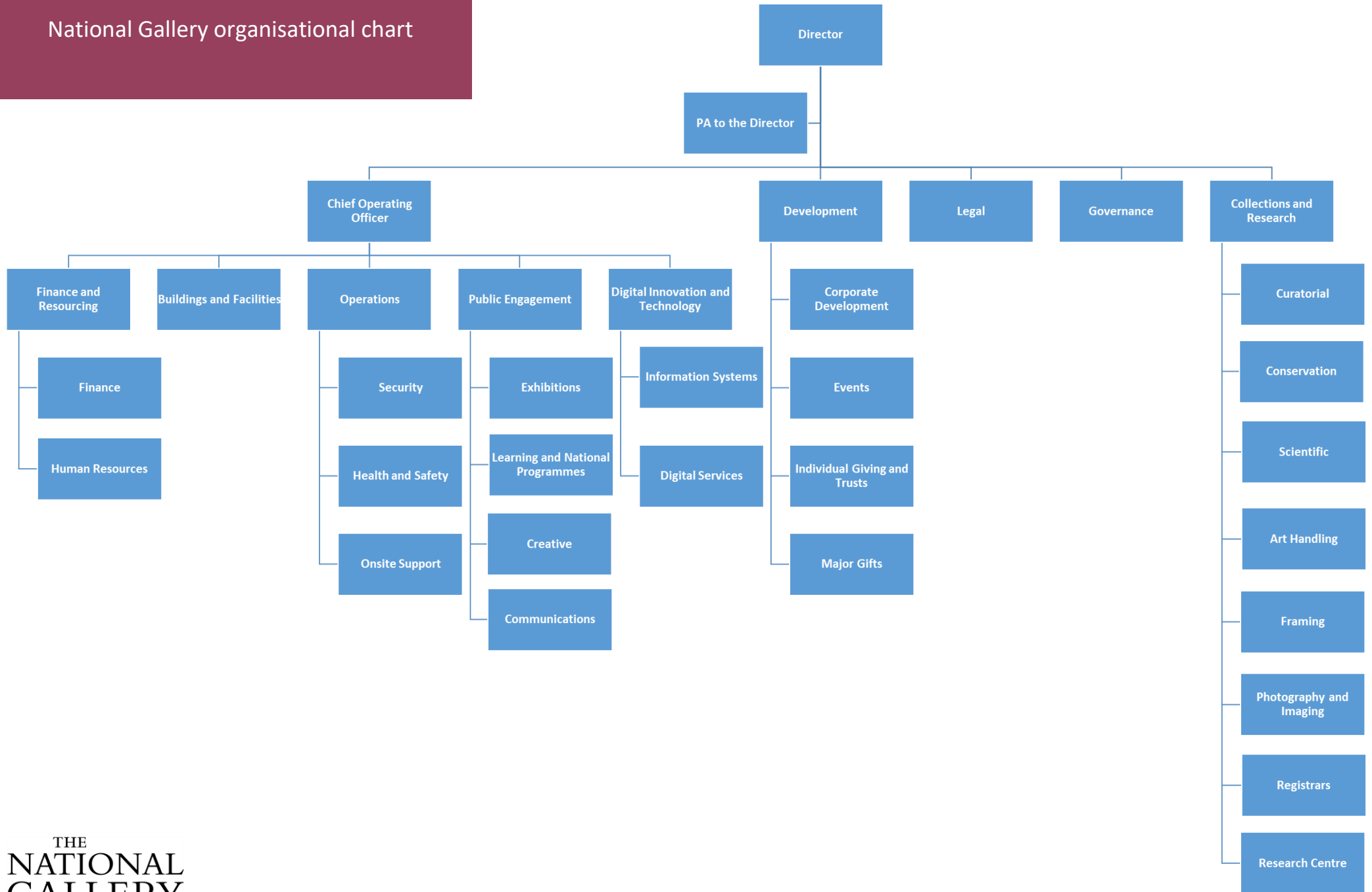
Under the overall leadership of the Director, the Gallery's employees work across the following structure:

- **Collections:** Curatorial, Art Handling, Conservation, Scientific, Collection Registrars, Framing, the Research Centre and Photography & Imaging
- **Chief Operating Officer:** Finance, HR, Public Engagement, Communications, Buildings & Facilities, Operations & Security, Digital & Technology
- **Development:** Principal Gifts, Trusts & Individual Giving, Development Operations and Corporate Development
- **Legal & Governance**

The Gallery currently employs approximately 320 full-time and part-time employees. A significant portion of the Gallery's services is handled by a range of commercial partners, who provide in-house and front-of-house services. The Gallery is supported by the activities of the National Gallery Global Ltd., a commercial entity which contributes financially to the National Gallery.

An organisational chart can be found overleaf.

# National Gallery organisational chart





Vincent van Gogh (1853-1890)  
1889  
Released from hospital in Arles in 1889, Van Gogh embarked on a series of still lifes, including still life with sunflowers. The painting may show the artist's attempt to find a sense of order and stability in his life, as well as his desire to create an enlivened sea-like surface.



Vincent van Gogh (1853-1890)  
Sunflowers, 1888  
Van Gogh associated the vibrant yellow with hope and friendship. He suggested that his four Sunflowers (Lampoons, painted to decorate his studio in Arles, in 1888) are like symbols of gratitude. He seems to have been especially pleased with this picture, which he hung in the guest bedroom in anticipation of the arrival of his friend, the artist Paul Gauguin.  
Oil on canvas  
Museum Boijmans Van Beuningen, Rotterdam, 1934  
497

# The Role

The Director of Digital Innovation & Technology will be a member of the Executive Committee at the National Gallery, reporting to the Deputy Director and Chief Operating Officer.

You will have a unique opportunity to shape the National Gallery's digital future and drive its success in a rapidly evolving technological landscape. Your expertise in digital strategy, technology implementation and innovation will be instrumental in unlocking new possibilities and ensuring that the Gallery remains a leader within the sector.

The Director of Digital Innovation & Technology will be responsible for driving and leading the digital strategy of the organisation. You will play a pivotal role in identifying and implementing innovative digital solutions to enhance operational efficiency, improve visitor/guest experience, and drive business growth. A highly skilled communicator and influencer, you will provide leadership for a team of digital and technology colleagues and collaborate with cross-functional departments to align digital initiatives with the organisation's overall objectives.

## Line Management

Head of Digital Services  
Head of IS

## Key Relationships

Board of Trustees  
Digital Advisory Board  
Director and Executive Colleagues  
Department for Digital, Culture, Media and Sport  
Digital partners and stakeholders



## RESPONSIBILITIES

You will be responsible for the following business activities and behaviours:

**Digital Strategy Development:** Develop and execute a comprehensive digital strategy that aligns with the Gallery's goals and objectives. Identify new opportunities for leveraging digital technologies to enhance business processes, drive innovation, and gain a competitive edge.

**Innovation Leadership:** Foster a culture of innovation by staying abreast of emerging technologies, industry trends, and digital best practices. Identify and evaluate potential digital solutions and partnerships that continue to transform the organisation's operations and drive revenue growth.

**Technology Implementation:** Lead the implementation and integration of digital technologies, such as cloud computing, data analytics and artificial intelligence across the Gallery. Ensure seamless deployment, user adoption, and ongoing optimisation of digital platforms and systems.

**Cross-Functional Collaboration:** Collaborate with various stakeholders, including executives, department heads, and external partners, to understand their digital needs and translate them into actionable initiatives. Foster strong relationships to ensure effective communication, alignment, and successful implementation of digital projects.

**Team Management:** Build and lead a high-performing team of technology professionals, providing guidance, mentoring, and support for their professional growth. Foster a collaborative and inclusive work environment that encourages innovation, knowledge sharing, and continuous learning.

**Digital Transformation Governance:** Monitor project timelines, budgets, and performance metrics to ensure successful delivery and return on investment.

**Change Management:** Drive organisational change by promoting digital literacy and advocating for digital transformation. Champion a customer-centric mindset and inspire a digital-first culture throughout the Gallery.

## DELIVERABLES

- Working with key stakeholders, ensure the development and re-shaping of the current digital strategy, to include data & insight.
- Development of a new technology strategy that ensures business efficiency, growth, and statutory compliance. This will include ensuring that all reasonable measures are put in place to prevent hostile cyber-attacks.
- Grow audiences (and income) through the development of new content and technologies.



# Person specification

## Knowledge

- Extensive experience in a leadership role within digital innovation, technology, or digital transformation;
- Deep understanding of emerging digital technologies, such as such as artificial intelligence, data analytics, and automation (incl. cloud computing);
- Experience in managing complex digital projects, including system integrations and change management initiatives;
- Excellent communication skills, with the ability to influence and build relationships at all levels within the Gallery;
- Strong leadership and people management skills, with the ability to inspire and motivate a diverse team;
- Strategic thinking and problem-solving abilities, with a focus on innovation and continuous improvement;
- Knowledge and understanding of current developments and issues in the museum sector, both nationally and internationally; and
- Understands the complexity and nuance of balancing public sector, commercial and artistic objectives; and
- Strong business acumen with a proven track record of implementing digital strategies that drive growth and deliver tangible results.

## Attributes

- Empowering and enabling leadership style;
- High level of emotional intelligence and empathy;
- Highly skilled communicator with excellent consensus building skills;
- Accountable for your own actions and those of your teams;
- Confident decision-maker;
- Excellent literacy and numeracy with the ability to analyse complex information and data; and
- A collaborative coworking style.

VIRTUAL  
VERONESE



## Terms of appointment

- The salary for the role will be £110,000
- Role is based in NG offices, Trafalgar Square, London
- Possibility of flexible working arrangements
- Some travel as required within the UK and overseas
- Evening and weekend work may be required

Other benefits include:

- Occupational defined benefit scheme (Civil Service Alpha, details available through the Civil Service website); transfer from another Civil Service employer with an existing scheme (e.g., Classic) will be recognised.
- The Gallery commits to paying an annual pay award to its staff, subject to affordability.
- Annual leave entitlement begins at 26.5 days a year excluding bank holidays.
- Flexible benefits from one month's service, including discounts, holiday trading, cycle to work and other benefits which vary from time to time according to availability via the Gallery's reward platform scheme.
- Private Healthcare provision.



## How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the National Gallery on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code ENTI

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on Friday December 15th 2023.

*\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*



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