

Hello,

Thank you for your interest in the E-commerce Assistant role.

The Bluecoat is looking to recruit an enthusiastic E-commerce Assistant, who will join an expanding Marketing and Business Development team.

This is an exciting time to join the Bluecoat, as we work to evolve our commercial strategy, establishing new income streams that support our charitable aims as an arts centre. This role will be fundamental in the delivery and management of a new e-commerce platform that will host a range of heritage inspired merchandise on sale to our audiences for the first time.

The Bluecoat acknowledges that its current workforce does not reflect the cultural and ethnic make-up of our audience, and we therefore welcome applications from candidates from as diverse a range of backgrounds as possible, who meet the required criteria.

This application pack will give you more information about the role and about the Bluecoat.

We look forward to hearing from you.

Best wishes,

Mary Cloake
CEO, Bluecoat



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1. About the job

Job Title: E-commerce Assistant

Contract: Six month fixed term contract with the possibility to extend

Pay: £22,308 pro rata (19 hours per week)

Responsible to: Head of Marketing and Business Development

Hours: 19 hours per week, flexible working available.

Annual Holidays: Pro rata holidays, based on full time equivalent of 33 days including bank holidays (which may be worked, except for Christmas Day, Boxing Day and New Year's Eve when Bluecoat is closed)

The Bluecoat is looking to hire an E-commerce assistant who will work closely with the Marketing and Business Development team. This job role is part of a wider project, *The Bluecoat: A Cultural Heritage for Liverpool*, funded by National Lottery Heritage Fund. The project's aim is to research and test how the Bluecoat can become financially resilient, capitalising on opportunities for growth and bringing its building's heritage to the fore as we adopt a more prominent role in telling Liverpool's cultural story.

As we work towards the centenary in 2027 of the founding of the Bluecoat Society of Arts, and establishment of the UK's first arts centre, we want to ensure that our spaces and programmes are accessible and engaging for a wide, diverse range of audiences, and that our visitor experience highlights our unique heritage as a key part of the Bluecoat offer.

This project is part of our ongoing commitment to engage more audiences and communities with our heritage, and we are now seeking to appoint an E-Commerce Assistant to support the Commercial Strategy strand of this work, which will research and pilot income generation, including a new merchandise line and online shop.

The application deadline is Friday 5th July at 6pm, successful candidates will be interviewed between 10th - 16th July.



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This role is funded by the National Lottery Heritage Fund.

2. How to apply

You can apply for this role using the **Application Form** and **Equal Opportunities Monitoring Form** only. We will not accept CVs.

Either 1) submit both these forms (in Word Document format) by email to recruitment@thebluecoat.org.uk quoting 'Catering Assistant' in the subject line.

or 3) Send both completed forms by post:
Recruitment, Bluecoat, School Lane, Liverpool L1 3BX

Closing date for applications: The application deadline is Friday 5th July at 6pm, successful candidates will be interviewed between 10th - 16th July.

3. About the Bluecoat

Background

The Bluecoat is Liverpool's centre for the contemporary arts - a bustling cultural venue which sees 700,000 visits each year. Our city centre positioning, the heritage of our building and our hospitality business help us to attract an audience to the Bluecoat which is diverse in age, gender, disability, ethnicity and socio-economic background. The Bluecoat hosts a regular programme of exhibitions, live events, workshops and discussions covering a range of art forms including visual art, music, dance and literature. We run a participation programme which enables people who might otherwise face barriers to engagement to be involved in the contemporary arts. Alongside this offer, the Bluecoat is also home to a community of creative retailers, working artist studios, a cafe and a bistro. The Bluecoat was the UK's first arts centre and is based in a grade I listed building, the oldest in Liverpool city centre.



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History

The oldest building in Liverpool city centre, Bluecoat has a fascinating history. It started life as a church charity school for orphans 300 years ago. The school moved to Wavertree in 1906 and the building has been an arts centre, the first in the UK, ever since.

Bluecoat's eighteenth-century origins are connected to the sea, when many merchants supported the school with funds derived from maritime trade, including transatlantic slavery. The arts centre continues to interrogate this and other colonial histories through exhibitions, performances and projects, working with artists and communities, as well as ongoing research.

Bluecoat has always played a major part in Liverpool's cultural life, from hosting the likes of Picasso and Stravinsky during the early twentieth century, to developing relationships with artists such as Yoko Ono and George Melly. Its public programmes have attracted national acclaim for hosting leading figures from the arts and entertainment worlds while nurturing new talent locally.

Surviving wartime bombs and turbulent political and economic times, Bluecoat remains a symbol of Liverpool's resilience and creativity. For more on Bluecoat's history visit our archive website mybluecoat.org.uk

Vision

The organisation is entering an exciting period of change. We have recently finalised a new ten year strategy which outlines our ambition to provide a space for the public to experience contemporary arts, and visual culture, in new and exciting ways. As a worksite for artists we will experiment with new ways of bringing process and progress into the public domain, working with artists who find this an exciting prospect.

Audience

Bluecoat is a well-loved venue in Liverpool city centre. People use it for many reasons; as a meeting place, a workspace, a place to rest while shopping, a cut through to Liverpool ONE and a place to experience art in different ways through exhibitions and events. We are keen to



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make sure everyone is welcome and that there are a whole variety of ways the Bluecoat can be part of people's lives.

Brand strategy

The Bluecoat's purpose and brand pillars steer our marketing and communications activity:

The Bluecoat's Purpose

A home for creative potential where art and people meet. Our purpose is to create new, more meaningful ways to experience art. For artists and for everyone - we bring art into life.

Brand pillars

Breaking New Ground

The Bluecoat is Liverpool's contemporary arts centre - the first, the original. A place defined by 100 years of radical thought and creative reinvention. An independent arts centre that continues to nurture artistic talent and break new ground. Part of Liverpool's past, key to its future.

Inspire Curiosity

The Bluecoat is a creative playground, a supportive space in which to unearth new ideas and embrace something out of the ordinary. It is a place that sets out to inspire: here, you can make, debate, participate, in new and unexpected ways.

Unlocking Creative Process

The Bluecoat brings people into the heart of the creative process, creating new opportunities for individuals and communities to interact with artists as they work. A place not just to look at but to engage with art.



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Bluecoat

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info@thebluecoat.org.uk
thebluecoat.org.uk

Purposefully inclusive

The Bluecoat is an inclusive home for artists and creative practitioners. A place that sees potential in many voices under one roof. A platform for artists with different viewpoints and from backgrounds underrepresented in the sector. Here, artists can find their voice and share their work with a wider and more diverse public.



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4. Job Description and Person specification

Job Title: E-Commerce Assistant

Responsible to	Head of Marketing and Business Development
Main purpose of job	Support sales of a new heritage merchandise range both online and onsite in the Bluecoat's Hub space. This role will be instrumental in the launch of a new Shopify feature on the Bluecoat website and will be part of the team which explores future merchandising options as part of the Commercial Strategy strand of our resilience project, <i>The Bluecoat: A Cultural Heritage for Liverpool</i>
Location	At the Bluecoat
About the Team	The resilience Project Team will comprise staff already working in the Bluecoat's Participation and Cultural Legacies programmes and its Marketing team, new project staff, and an external consultant
Internal communication	Project Team; Marketing and Business Development Team; Visitor Experience Team/Front of House and Venue Staff



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External communication	Members of the public, developers
Budget responsibility	Contribute to project budget management
Hours of Work	19 hours per week
Salary	£22,308 pro rata (19 hours week)
Contract Type	Six months fixed term (3-month probationary period) with potential to extend
Holidays	33 days in total, inclusive bank holidays, calculated pro rata. As the Bluecoat is open all year round (excluding Christmas Day, Boxing Day and New Year's Eve), if Bank Holidays fall on normal working days these will be expected to be worked, unless pre-booked as holiday. You will also be expected to book holidays from your annual allowance for the days the Bluecoat is closed.
Main Responsibilities	
<p>Main duties</p> <ul style="list-style-type: none"> • Oversee heritage merchandising on sale in the Bluecoat Hub (cafe and main reception area), including stock management • Launch and manage a new Shopify feature on the Bluecoat website • List and manage heritage products on the Bluecoat website • List and check product descriptions, making sure all information is correct and up to date • Optimise website sales for SEO 	



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- Make sure tags are correct on the website, and on other distributors' websites.
- Oversee the onsite customer journey by visual merchandising products and reviewing search results
- Unloading and unpacking products
- Working with the Marketing team on new ideas for products and designs
- Attend key marketing activity meetings
- Conduct daily site walkthroughs to discover any errors or mistakes and amend accordingly.
- Review competitor activity and analyse trends to ensure we are in a good position within the marketplace
- Review key lines and best-selling product to ensure opportunity is maximised and products have a good visibility throughout the website
- Set up promotions in a timely manner to meet set deadlines
- Analyse e-commerce KPI metrics to maximise sales opportunities
- Report on site functionality, system and process issues to the web development team for resolution or development
- Complete ad-hoc reports and tasks in line with business and department requirements
- Manage the budget allocated to the merchandising area of the project's Commercial Strategy strand

Evaluation and Reporting:

- Attend and report to monthly Project Team meetings
- Contribute to the evaluation of the Programme Development participation activities, providing data that will inform impacts and outcomes as well as assess the success of the workshop methodology and rationale of the public programmes



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General:

- Carry out all duties with full regard to Bluecoat’s equal opportunities, race equality, environmental and other policies

Person Specification

Please read this before starting your application. All the criteria in this person specification are important, but those headed Essential are the most important requirements. Please make sure you give examples of how you meet the essential criteria when writing your application. Those marked Desirable should be referred to if you have them.

Your application will be scored on the criteria in the person specification, and the more criteria you can demonstrate through examples will increase your score. This will determine whether you are invited to interview. If invited to interview stage your suitability for the job based on these competencies will be assessed further.

Skills and Experience

Essential

1. Demonstrable experience of a customer service role.
2. Strong organisational skills.
3. Effective written and verbal communication skills, and an ability to convey information with clarity in accessible formats, appropriate to the needs of different recipients.
4. Demonstrable experience of strong report writing skills, e.g., sales reports.
5. Demonstrable experience of budget planning and monitoring.



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6. The ability to work on own initiative as well as collaboratively in a team.
7. The ability to work under pressure.
8. Demonstrable strong and effective administration skills.
Desirable
1. Experience of working in an office environment and/or arts organisation.
2. Demonstrable experience of developing and delivering projects in an arts/heritage context.
Qualifications, knowledge and understanding
Essential
1. Understanding of key digital criteria, such as SEO, analytics and web trends.
2. Demonstrable understanding of marketing and communications, specifically social media, media relations, marketing and internal communications.
Desirable
1. Knowledge of marketing tools and systems such as Mail Chimp and Hootsuite.
2. Knowledge of the Liverpool arts and heritage sector.
Values and behaviours
Essential
1. A positive attitude to tackling challenges.
2. An honest and open approach to internal communication.
3. A genuine commitment to the principles of equal opportunity and cultural diversity.

Your compatibility with the criteria outlined above will be assessed through your application and, if you are shortlisted, through interview and assessment tasks. Successful candidates will be expected to produce certificates in relation to any qualifications which form part of the criteria on this person specification.



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