



Art UK seeks a Trustee from the E-commerce sector

INFORMATION PACK

About Art UK

Art UK is an art education charity on a mission to make the art in UK public collections accessible to everyone, for enjoyment, learning and research. The organisation enables global audiences to learn about the nation's art collection. It does this by digitising artworks, telling the stories behind the art, and creating exciting opportunities for public interaction with art, both online and offline.

New Trustee sought

We are looking to recruit a Trustee with significant experience and expertise in the world of e-commerce who will over time make a substantial contribution to our online retail offering and the sustainability of the wider museum sector.

Since 2016, in addition to promoting UK public art collections through content, social media and learning initiatives, Art UK has run an integrated e-commerce platform, the Art UK Shop, which offers commercial services around print on demand, image licensing and merchandise sales for its partner collections. Currently over 100 collections participate in the Shop and this generates important revenue for them. Many of these collections are unable to set up their own e-commerce shops, or have insufficient operating budgets to effectively grow sales through their own nascent e-commerce solutions.

The number of collections using the Art UK Shop grows each month, as more and more recognise the considerable advantages to be gained from participating in a shared e-commerce solution, with pooled marketing resources and no set up costs. The potential to grow this further, and support many more collections, is vast given that 3,400 institutions use the Art UK platform to share their artworks.

Bringing your e-commerce expertise to the Art UK Board of Trustees and senior management team, you will play an invaluable role in supporting the cultural sector to become more financially resilient by growing sustainable revenue streams through Art UK's commercial offerings.

The successful candidate will:

- Have a strong background in e-commerce having worked either within the commercial retailing sector or the museum retailing sector, or perhaps in a senior role in e-commerce consulting
- Have a natural and ingrained marketing disposition and deep understanding of digital marketing channels for e-commerce

- Be a driven commercial and analytical thinker, able to mentor, and challenge, the Art UK Commercial team
- Have the time to review our existing e-commerce capability and have an excellent understanding of how effective customer journeys can drive conversion and ultimately improve sales
- Have a strong sense of opportunities for brand partnerships, and key relationships, that might help Art UK grow revenue for participating museums and galleries
- Understand the challenges faced by the cultural sector around financial resources and access to digital marketing expertise
- A love of art in all its manifestations and a strong commitment to arts education

We welcome and encourage applications from candidates who are under-represented in the creative industries, particularly individuals who experience physical, mental, or social barriers to accessing the arts.

The Board of Trustees

Art UK plays a key role showcasing art in UK public collections to a global audience with artworks from over 3,400 UK venues shown on its platform. Our head office is in Stoke-on-Trent, and we have a smaller office in Glasgow. About one third of our 28 staff are in Scotland and the remaining two thirds work from locations across England.

The new Trustee will join a dynamic and entrepreneurial organisation, and a dedicated and passionate Trustee Board. In a friendly environment, the new Trustee will be able to make a substantial contribution towards improving the financial sustainability of public art collections across the UK as well as Art UK itself, whilst also supporting the charity's mission to open up access to the UK's national art collection in imaginative and compelling ways.

The Board of Trustees has ultimate responsibility for ensuring Art UK follows a strategy that delivers public benefit in accordance with the charity's Articles of Association. The Trustees ensure that the charity acts responsibly with regard to the management of risk and financial control, and in accordance with the law. The Board currently comprises the following Trustees:

Chair: Charles Gregson *Former financial services and media executive*

Noura Al-Maashouq *Co-Chair, UNICEF Next Generation London*

Hasan Bakhshi *Centre Director, Creative Industries Policy and Evidence Centre, NESTA*

Rana Begum RA *Visual artist*

Carola Boehm *Professor, School of Digital, Technologies and Arts, Staffordshire University*

David Ekserdjian *Professor of Art History, University of Leicester*

George Entwistle *Former Senior Executive, BBC*

Errol Francis *Artistic director and CEO of Culture&*

Catherine Holden *Scotland-based independent culture and heritage consultant*

Clare Lilley *Director, Yorkshire Sculpture Park*

Bob Lisney OBE *Former local government major project director*

Thomas Marks *Writer and critic, and former Editor of Apollo magazine*

Kathleen Soriano *Curator, arts and culture consultant, broadcaster*

Kim Streets *Chief Executive, Museums Sheffield*

Andria Zafirakou MBE *Art and Textiles teacher, Alperton Community School*

Russell Tovey, actor, and host of the Talk Art podcast, is the 2022 Patron of the charity.

The Board delegates certain responsibilities and decision-making to two executive committees that are made up of Trustees and senior management. High regard is paid by Trustees and Management to external guidance as evidenced by our range of advisory bodies. Unlike the Board of Trustees these bodies do not have governance responsibilities. The most senior is the Advisory Board. There are also a small number of Steering Panels providing expert guidance on aspects of the charity's work, which are made up, typically, of project stakeholders. Finally, there is a Philanthropy Board comprising Trustees and external appointments who focus on individual giving.

Terms of appointment

Length of Term

Four years. Trustees may, however, serve two consecutive terms.

Time commitment

Trustee Board meetings take place quarterly. The meetings are usually in-person with at least two meetings a year in Stoke-on-Trent, but are held on occasion via Zoom if circumstances do not allow for in-person meetings. Trustees have the option to dial in if they cannot attend an in-person meeting. Board meetings are accompanied by relevant reading material that is provided in advance.

Outside these meetings there will be contact from time to time with the Director, Deputy Director, Trustees and members of the senior management team. Trustees are also invited to attend a selection of the events run by the charity during the year.

Compensation

This is an unpaid role, but Trustees are reimbursed for all necessary travelling expenses.

More about Art UK

Over 80% of the nation's art is not on public view, and until Art UK started its work much of this art had not been photographed. The charity's work is helping to radically change this, making what is publicly owned, publicly accessible – to anyone, anywhere. Art UK plays a major role supporting public art collections by improving their accessibility and sustainability.

The platform currently shows nearly 300,000 artworks by over 50,000 artists and is an ambitious collaboration between 3,400 institutions, making it one of the largest arts partnerships put together in the UK. In the last 12 months 4.5m people used the website, over half from overseas.

Art UK does not have an equivalent anywhere in the world. Art UK is funded by a mixture of public and private supporters including Arts Council England, the National Heritage Lottery Fund, the Scottish Government, Bloomberg Philanthropies and a wide range of grant-giving trusts, corporates and individuals. A proportion of its partner collections pay it an annual subscription in return for using its e-commerce infrastructure and other benefits.

The charity has two offices, one in Stoke-on-Trent and one in Glasgow. The majority of the Art UK team works from home, from Aberdeen to Kent.

Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601).

For more information, please visit www.artuk.org.

Application process

Please send a CV and covering letter/email to Lauren Colley, Art UK's Head of HR, Operations and Resourcing, lauren.colley@artuk.org who will then share applications with the Nominations Committee of Trustees.

Please send this by 9am on Tuesday 6th September.

The Nominations Committee will read all applications and choose a shortlist of candidates for interview. Successful candidates will then follow a short induction process before attending their first Board Meeting.

If you would like to discuss this role with an existing Trustee, or the Director or receive additional information, this can be arranged through Lauren Colley.

Art UK July 2022