MANCHESTER 1824
The University of Manchester

Job Description

Digital Collections Development and Outreach Manager	
Grade	Grade 6 (MAPPS-UML-AI&IA-DR-C, 465)
Department	The University of Manchester Library Digital Reach Directorate of Artificial Intelligence and Ideas Adoptions (AIIA) Reports to: Head of Digital Reach

Overall Purpose

The Digital Collections Development and Outreach Manager will lead the development, delivery and outreach of digital collections available on the Library's digital platforms: Manchester Digital Collections and Library Digital Collections. The Library's digital collections platforms provide access to discover and explore the University's unique special, scientific and cultural collections.

The role will coordinate a matrix team of imaging, metadata, heritage and software developer specialists and work collaboratively across Library directorates, the University's cultural institutions, research platforms (Creative Manchester and Digital Futures) and research, teaching and civic communities. This role is an exemplar of the *One Library Working* anchor detailed in our Imagine2035 strategy. The role will ensure that content is created, transferred and published efficiently, maintaining high standards of quality, accessibility, and discoverability.

The role will also enhance the reach and impact of the Library's digital collections by supporting their use in teaching, enhancing research visibility, and developing civic engagement opportunities that connect digital collections with communities beyond the University. This will include oversight of the Library's digital storytelling service and line management of the Digital Exhibitions Curator.

About the Team

The Digital Collections Development and Outreach Team sits within Digital Reach in The University of Manchester Library's Artificial Intelligence and Ideas Adoption (AIIA) directorate, working closely with colleagues in Special Collections (Curatorial team and Exhibitions and Public Engagement with Research team), Collection Strategies (Metadata and Discovery team), Research IT, Digital Humanities and the wider cultural institutions and research platforms e.g. Creative Manchester and Digital Futures. It supports the ongoing development of digital platforms such as Manchester Digital Collections and Library Digital Collections by coordinating activity between library teams, researchers and cultural institution partners. The team supports engagement of digital collections through digital storytelling using platforms such as Manchester Digital Exhibitions and ArcGIS Storymaps, ensuring discoverability and accessibility for the wider civic community and supporting our research community to maximise impact of research outcomes.

Key Accountabilities

- Leading the planning and delivery of digital outreach activities to increase engagement of the Library's digital collections in collaboration with the Exhibition and Public Engagement with

Research team, Curatorial team, Engagement team, cultural institutions and research platforms e.g. Creative Manchester and Digital Futures.

- Managing the successful integration of new collections into Library digital platforms (Manchester Digital Collections and Library Digital Collections), prioritising, planning and coordinating operational work, including conservation treatment, imaging, metadata creation and conversion, development requirements and the ingest of researcher-generated content such as transcriptions and translated text.
- Support continuous improvement and digital transformation projects related to digital collections e.g. Manchester Digital Collections, an initiative of the Cambridge x Manchester Innovation Partnership.
- Liaising with research project leads and colleagues across the University's cultural institutions to agree standards, costs, resources, copyright, timescales, roles and responsibilities for new collections.
- Ensuring the Library's agreed commitments to research projects and cultural institution partners are delivered within available resources and technical constraints.
- Facilitate our One Library Working anchor by coordinating curators, photographers, metadata specialists, developers and other Library colleagues to support the creation and publication of new digital collections, ensuring copyright, permissions and licensing requirements are identified, documented and managed appropriately. Fostering collaboration and efficiency across disciplines and teams and supporting proactive and constructive problem solving.
- Reviewing analytics of digital collection platforms to help inform future developments.
- Ensuring compliance with international image and metadata standards (e.g. IIIF, TEI, EAD, DCRM(B) and MARC21), implementing best practices across diverse archival, rare book and manuscript formats to maintain accuracy and interoperability across platforms.
- Advising relevant boards and managing the agenda of governance groups e.g. Digital Collections Coordination Groups on prioritisation, resourcing requirements and progress in creating new collections.
- Reviewing and improving workflows for the creation and ingest of image files, transcriptions, metadata and other content.
- Developing and delivering sustainable training, support and documentation for Library staff, researchers and the wider community.
- Keeping abreast of developments in AI, metadata, authorities, digital humanities and digital library technologies, including International Image Interoperability Framework (IIIF) standards.
- Representing the Library at internal and external meetings and contributing to relevant professional and special interest groups.
- Managing and developing staff within a team, supporting performance, wellbeing and professional development.

Person Specification

Knowledge	• Knowledge of metadata standards and best practice in an academic library, archive, museum or related cultural heritage environment. • Knowledge of TEI and XML. • Knowledge of developments, standards and practices in digital cultural heritage and AI.

	• Knowledge of current and emerging digital library technologies and standards, including awareness of the International Image Interoperability Framework (IIIF) standard.
Experience	• Experience of managing complex projects to tight deadlines within higher education, cultural heritage or a related environment. • Experience of using a library management system or comparable collections management system. • Experience of preparing and delivering training, presentations and user support documentation. • Experience planning and delivering engagement activities. • Experience of managing a small team or providing day-to-day supervision and support. • Experience of managing copyright and licensing requirements in relation to digital content. • Experience of reviewing analytical data from digital platforms to inform future development.
Skills	• Excellent interpersonal, written and oral communication skills, with the ability to engage effectively with academic, professional services and external stakeholder audiences. • Excellent digital literacy, including confidence using office software and appropriate use and review of AI derived outputs from LLMs. • Strong planning, organisational and workload management skills, with the ability to set priorities and meet deadlines. • Ability to use initiative and judgement, work independently and contribute effectively as part of a team. • Ability to manage change positively and support continuous improvement in workflows and services. • Ability to work confidently across curatorial, metadata, and technical domains, translating requirements and communicating effectively with both specialist and technical teams to support the development of digital collections and outreach services.
Education	• No essential qualification specified. A relevant honours degree or a professional library qualification may be advantageous but is not essential. • Equivalent relevant professional experience will be considered.
Other	• Commitment to continuing professional development and an interest to engage and explore the use of AI for automation of workflows. • Flexibility to work at any Library site as required and to participate in rota arrangements for evenings and weekends where needed. • Willingness to represent the Library at internal and external meetings and sector networks.
Key Behaviours	

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One University: A 'One University' approach, whereby we break down silos and work collaboratively towards furthering the University's strategic goals, vision and values.

Freedom of Speech and Academic Freedom: Support the University's commitment to securing and actively promoting the importance of free speech and academic freedom within our community.

Service Excellence: Committed to prioritising service excellence and high performance to deliver great people-centred experiences.

Agility: Demonstrate a commitment to agility and continuous improvement by embracing change, championing innovation, and being flexible and forward thinking to adapt.

Sustainability: A sustainable approach that safeguards the University of the future by championing environmental practices, advancing digital capability, and supporting financial stability and philanthropic initiatives.

Inclusion: Support the University's ambition to create an inclusive place to work where every person matters, demonstrating a commitment to non-discriminatory conduct and respect for others, and fostering a University where people feel deeply connected to each other, to Manchester, and to the wider world.

Social Responsibility: Promote and champion the University's social responsibility ambitions to advance social inclusion, prosperous communities, better health, and cultural engagement.

People Leadership: Demonstrates effective leadership by empowering, motivating, and developing teams to achieve high performance. Builds a collaborative and inclusive work environment and provides clear direction, support, and feedback.