

<b>Role title</b>	<b>eCult Ambassador</b>		
<b>Summary statement</b>	Analyses museums' or other cultural institutions', such as galleries, archives, libraries, etc. (hereinafter referred to only as cultural heritage organisations), and visitors' needs, defines and specifies solution requirements and evaluates installed solutions.		
<b>Mission</b>	To identify the best-suited solutions, according to the cultural heritage organisations' and visitors' needs, requirements and financial resources and deliver advice on how new technologies can enhance collections and make them more attractive to all types of visitors on- and off-line, but also attract new audiences and ensure their return.		
<b>Deliverables</b>	<b>Accountable for</b>	<b>Responsible for</b>	<b>Contributor to</b>
	<p>Provision of advice on the development of an ICT strategy, which will benefit both the cultural heritage organisation and the visitors.</p> <p>Development of guidelines for the implementation of this strategy in the most effective and efficient manner.</p> <p>Evaluation of customer needs.</p> <p>Advice on selection of adequate products and services.</p>	<p>Solution specifications.</p> <p>Liaising between ICT providers and cultural heritage organisation staff.</p>	<p>Market analysis.</p> <p>User requirements.</p> <p>Suggestion of relevant ICT products/services.</p> <p>Quality control.</p> <p>Assessment of ethical issues.</p>
<b>Main task/s</b>	<p><b>Related to cultural heritage organisations' and visitors' needs:</b></p> <ul style="list-style-type: none"> <li>• To analyse the market, identify market needs and user requirements.</li> <li>• To evaluate cultural heritage organisations' and visitors' needs and formulate options.</li> <li>• To interface technology and cultural heritage organisation needs.</li> <li>• To understand the expectations of cultural heritage organisations and visitors.</li> </ul>		

	<ul style="list-style-type: none"> <li>• To foresee the impact of technological solutions that will meet the needs of the internal teams s/he works with, as well as of the visitors.</li> </ul> <p><b>Related to the provision of advices on the ICT strategy and solutions:</b></p> <ul style="list-style-type: none"> <li>• To advise on the elaboration of the institution’s ICT strategy.</li> <li>• To plan time, cost and quality of the designed and specified solution including ROI of any technologies.</li> <li>• To raise awareness on information technology innovations and potential value to a business.</li> <li>• To engage cultural heritage organisations in the adoption of new technologies for improved access to cultural heritage.</li> <li>• To remain informed of new and emerging technologies and systems.</li> <li>• To provide advice on the selection of products and solutions.</li> <li>• To advise on the preparation and negotiation of contracts with suppliers.</li> <li>• To advise on compliance with standards and regulations on ICT.</li> <li>• To provide advice on how to optimize the use of existing tools and systems.</li> <li>• To communicate with cultural heritage organisations, staff and technology providers.</li> <li>• To act as a relay between ICT providers/commercial service providers and cultural heritage organisations.</li> </ul>
<b>Environment</b>	<p>Works as an external consultant or internally within the cultural heritage organisation. Is at the crossroad of the cultural heritage organisation management team, permanent or temporary exhibitions curators, communication and marketing team (incl. web services) and visitor services team.</p>
<b>KPI’s</b>	<ul style="list-style-type: none"> <li>• Percentage of recommendations accepted by management.</li> <li>• Spread of recommendations on strategic, tactical and operational level.</li> <li>• Percentage of projects delivered on time, within budget, within scope and according to quality requirements.</li> <li>• Increased interest on the cultural heritage organisation on- and off-line.</li> <li>• Promotion of cultural heritage organisations as a showcase of effective use of new technologies.</li> </ul>