



**Post:** Communications Manager  
**Reference:** TG0494  
**Band:** Senior Advisory  
**Department:** Media and Audiences  
**Contract:** Temporary (covering maternity leave)  
**Hours:** Full-time  
**Reporting to:** Head of Media and Audiences  
**Responsible for:** Communications Assistant  
**Location:** Albert Dock, Liverpool

## **Background**

The aim of Tate is to increase public awareness, understanding and enjoyment of British art from the 16<sup>th</sup> century to the present day, and of international modern and contemporary art.

Celebrating its 25th birthday in 2013, Tate Liverpool is one of the largest galleries of modern and contemporary art outside of London, welcoming 600,000 visitors each year. The gallery's programme is focused on four key criteria: innovation, accessibility, topicality and seasonality and shows the Tate Collection of modern and contemporary art in new and innovative ways alongside ambitious temporary exhibitions.

The Media and Audiences department plays a key role in ensuring Tate Liverpool maintains and develops its reach and impact by attracting visitors and ensuring visibility for the organisation beyond the gallery walls. The department is responsible for putting audience at the heart of the gallery and developing Tate Liverpool's communication strategy through brand guardianship, media relations, marketing, advocacy, visitor research and audience development. The team works closely with colleagues in Media and Audiences in London to ensure activity is integrated across Tate.

You can find further information about Tate on our website: [www.tate.org.uk](http://www.tate.org.uk)

## **Purpose of the Job**

To devise and implement the external communication of the key messages for Tate Liverpool across broadcast, print and online media, building the profile of the organisation as a leading international art gallery in the North West.

## **Main Activities/Responsibilities**

### **Press**

- Devise, plan and deliver proactive press campaigns for exhibitions, displays, events and wider organisational developments at Tate Liverpool, overseen by the Head of Media and Audiences.

- Liaise with Tate's Head of Communications, Corporate Communications Manager, Press Officers and Tate's external PR consultants, as required, to ensure activity at Tate Liverpool contributes to Tate's wider communications strategy including online PR strategy.
- Liaise with colleagues in Exhibitions and Learning to develop appropriate press campaigns.
- Develop and maintain a positive working relationship with journalists, including critics and correspondents, as well as artists, sponsors and other contacts both inside and outside Tate.
- Work closely with the Executive Director and Tate Press Office on proactive and reactive corporate communications.
- Oversee the organisation of press views, trips and briefings and the facilitation of visits by journalists, including TV and radio crews.
- Work with local, regional and national external communications agencies such as Visit Liverpool and Visit Britain to ensure maximum exposure for Tate.

### **Sponsorship and Promotions**

- Work closely with the Development department to liaise with supporters, sponsors and donors in order to understand their needs, manage their expectations and work with them to ensure maximum crediting and exposure for their support.
- Maintain and develop sponsorship of press events (eg airlines and hotels for press trips).
- Work closely with the Marketing Manager in managing media promotions and partnerships to ensure maximum impact for campaigns and key messages.

### **Other**

- Line manage the Communications Assistant and support the development of their skills and learning.
- Manage the press office at Tate Liverpool and administer the press office budget.
- Facilitate internal communications liaising with Tate's Internal Communications Manager where necessary.
- Deputise for the Head of Media and Audiences as required.

### **Person Specification**

#### **Essential**

- Proven experience of relevant press and media work, preferably in a similar environment.
- Proven experience of managing challenging press stories and working reactively on media issues with a good network of media contacts.
- Proven track record of devising proactive press campaigns and achieving positive press coverage.
- Excellent organisation, planning and problem solving skills with the ability to work flexibly to meet the requirements of the role.
- Self motivated with the ability to generate ideas and stimulate discussion both with colleagues and external contacts.
- Excellent interpersonal and communication skills both written and verbal with the ability to work effectively with all levels and of staff and external stakeholders.
- Computer literacy – knowledge of Windows-based applications, able to use word-processing, database, spreadsheet, internet and email applications.
- A collaborative approach and the ability to work effectively as part of a team.

- Experience of writing for multiple channels and tailoring copy accordingly.
- Ability to think quickly and to command the respect and authority of the press and the ability to present a professional and positive image of Tate.
- An interest in and commitment to the work of Tate.

### **Desirable**

- The ability to speak another European language.
- Experience of managing a budget.
- A recognised PR qualification

### **Pay and Benefits**

#### **Type of Contract**

This appointment is offered on a temporary contract of up to 12 months, covering maternity leave.

#### **Working Hours**

This post is offered on a full-time contract working 36 hours per week – Monday to Friday. There will be occasional out of hours working to support press activity.

#### **Salary**

This post is graded in the Senior Advisory Band of Tate’s Pay Bands which is as follows:

<b>Minimum</b>	+1	+2	+3	+4	+5	<b>Target</b>	Uncapped
£24,695	£25,301	£26,058	£27,068	£28,078	£29,214	£29,846	Uncapped

An appointment to this post will be made at the minimum of the band at £24,695 per annum.

A review of pay is undertaken annually at Tate through negotiation with the recognised trade unions. Any increases to individual salaries, will be subject to the terms of Tate’s annual pay settlement and will be applied from 1 April.

#### **Annual Leave**

Annual leave is 25 working days per annum.

#### **Safer Recruitment**

All positions at Tate are offered subject to the following conditions:

- Receipt of satisfactory references covering the last 3 years of your employment or education.
- Health clearance
- A satisfactory Disclosure Check.
- Proof that you are legally entitled to work in the UK

## Pension Benefits

An important part of the pay and reward package Tate offers employees is the option to join the Civil Service Pension arrangements. These arrangements offer a choice of two types of pension:

- **nuvos**. This is a high quality, index-linked defined benefit occupational pension scheme that currently has a member contribution rate which ranges from 3.5% to 5.9% dependant on your salary. As your employer we meet the rest of the cost of the scheme. Further information about this can be obtained from [www.civilservice.gov.uk/pensions](http://www.civilservice.gov.uk/pensions)
- **partnership** pension account. This is a stakeholder pension with a contribution from ourselves. How much we pay is based on your age. We pay this regardless of whether you choose to contribute anything. You do not have to contribute but, if you do, we will also match your contributions up to 3% of your pensionable earnings. The contributions are in addition to the age-related contribution mentioned above.

If you have previously worked for an employer who participated in the Civil Service Pension scheme different conditions may apply.

## Other Discretionary Benefits

- Interest-free Season Ticket Loan.
- Cycle to Work scheme – enabling you to buy a bike in a tax efficient way, for travelling to and from work.
- Subsidised staff catering arrangements and discounts in the Tate Restaurants and Cafes.
- Childcare Vouchers Scheme – offering savings on tax and national insurance.
- Access to Tate Benefits which offers access to discounts in high street stores.
- Access to a 24/7 Employee Assistance Programme to support you with any work, personal or family issues. This includes telephone-based support, as well as comprehensive online resources.
- Free entry to paying exhibitions at Tate Galleries. Opportunities for family and friends to visit the major exhibitions out-of-hours.
- Discounts on items purchased in the Tate shops.
- Free access to a number of other galleries and museums throughout the UK on production of a valid staff pass.

## Selection

Our opportunities are open for you to apply online. Please visit: [www.tate.org.uk/about/workingattate/](http://www.tate.org.uk/about/workingattate/) to create an account by registering your details or if you are an existing user, log into your account. For all opportunities, we ask candidates to complete an online application form for the vacancy they are interested in. If you need an application form in an alternative format, please call us on 020 7887 4997. Once you have submitted your application, you can keep track of its progress by logging in to your account.

The closing date for the submission of completed application forms is **Monday 11 March 2013 by 5.00 pm**. Interviews will be held on **Tuesday 26 March 2013**.

*Our jobs are like our galleries, open to all.*