



Post: Tate Exchange Digital Producer (maternity cover)
Reference: TG2545
Band: 3L
Department: Digital
Contract: Temporary up to 9 months
Hours: Part-time, 4 days (28.8 hours) per week
Reporting to: Senior Producer
Location: Millbank, London

Background

Tate's vision is to serve as artistically adventurous and culturally inclusive art museums for the UK and the world. We deliver this through activities in our four galleries across the UK (Tate Liverpool, Tate St Ives, Tate Britain and Tate Modern), our digital platforms and collaborations with our national and international partners. At the heart of Tate is our collection of art, which includes British art from the 16th century to the present day, and international modern art from 1900 to the present day.

This vision is central to the Learning (London) and Digital departments, both of which aim to inspire new ways of engaging audiences with art. This role works across both teams, delivering innovative and accessible digital content in support of the Tate Exchange programme.

Tate Exchange is an open experiment which seeks to explore the role of art in society. It includes international artists, contributors from different fields, the public, and over 60 Associates, who work within and beyond the arts, on creating an annual themed programme of participatory artworks, workshops, activities and debates that draw directly on the different ways that art has become active over the last 60 years.

Over this time, artists have changed our understanding of what art can be and what it can do. In Tate Exchange we invite the public and associated organisations to get involved with the ways that artists work. We create a platform for people to take part in, and contribute to, experiences and ideas that makes art relevant to our lives today.

The Tate Digital department is responsible for creating, managing and publishing information across a range of platforms, including the Tate website. We produce many different types of content such as video, text, audio, music playlists, podcasts and interactive features. We also produce digital projects in the galleries, from video projections to virtual reality experiences. Based within Tate Digital and an integral part of the Tate Exchange team, this role also works closely with team members across Learning, with Associates and with artists involved with the programme.

You can find further information about Tate on our website: www.tate.org.uk

Purpose of the Job

To lead on creating, editing and publishing digital editorial content to support Tate Exchange, and to define its presence online, enhancing it across Tate's digital properties and social media platforms in line with Tate's business priorities and editorial guidelines.

Main Activities/Responsibilities

- Championing a user-centred approach, lead on the development of digital content for the Tate Exchange areas of the Tate website to support its activities across programme, research, and sector practice
- Collaborate with Tate Exchange colleagues, Associates, partners and participants to produce content including film, audio, text and interactives, appealing to broad and diverse public and sector audiences
- Build digital production teams to deliver content, working with both third parties and in-house staff, with the ability to brief and manage them fully
- Set and manage project budgets, ensuring that projects are delivered within the specified budget, through efficient forecasting and budget administration
- Use social media to promote Tate Exchange activity and actively engage audiences
- Work with the Head of Tate Exchange and Digital team to find new ways to enhance the experience of Tate Exchange online
- Collaborate with the Digital Content Manager to make sure that content is published and promoted in a fully integrated way that puts the audience first
- Work closely with colleagues across the organisation (e.g. Marketing, Press, Curatorial) to make sure that content connects to wider campaigns and initiatives wherever possible
- Ensure each piece of content has a clear distribution plan, including across Tate's website, in Tate Exchange and galleries, through social media and other third-party platforms
- Uphold internal guidelines and policies to ensure best practice in content creation and delivery
- Champion diversity, inclusivity and equality by making sure the content makers we work with and themes we explore reflect the diverse audiences Tate wants to reach
- Use and report on website analytics to identify and action evidence-based opportunities to improve audiences' enjoyment and consumption of Tate Exchange online
- Advise colleagues across the organisation and act as an advocate for editorially driven digital content. Share expertise to support colleagues to make informed decisions about participation in the digital space
- Stay abreast of new developments in the field and respond to new platforms and trends creatively when appropriate.

Person Specification

Essential

- Extensive experience of making online content, with good film production and writing and editing skills
- Proven track record in leading digital projects and managing budgets
- Excellent interpersonal communication skills, with experience working creatively and collaboratively with a wide range of stakeholders
- Strong influencing skills with the ability to enthuse colleagues, peers and audiences
- Ability to think strategically and see the big picture while focusing on achieving goals
- Experience of implementing content strategies for digital platforms, understanding varying audiences and adapting content to meet their needs
- Excellent knowledge of web technologies and how people use them, especially social media and emerging digital platforms
- Experience using analytics to make decisions driven by data
- Experience of working with content management systems

- Experience of developing content that takes account of the needs and interests of diverse audiences, and that is accessible to all.
- An interest in and commitment to the work of Tate

Summary of Terms and Conditions of Employment

Type of Contract

This appointment is offered on a part-time temporary contract of up to 9 months.

Working Hours

Normal working hours for this post are 4 days (28.8 hours) per week. Due to the nature of this role some occasional evening and weekend work will be required.

Salary

An appointment to this post will be made at the minimum of the band. Accordingly, the starting salary for this post will be £26,485 per annum (ie pro rata to £33,106 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 and Public Holidays

Annual leave is 20 working days per annum (ie pro rata to the full-time entitlement of 25 working days per annum).

In addition, we offer paid time off for the 8 paid public holidays and 1 Tate day (on 24 December when the galleries are closed) on a pro rata basis according to the number of hours worked per week, and the duration of the contract.

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 currently offer a choice of two types of pension:

- **alpha.** This is a defined benefit occupational pension scheme that currently has a member contribution rate which ranges from 4.6%-8.05% dependent on your salary. As your employer we meet the rest of the cost of the scheme. Further information about this can be found at www.civilservicepensionscheme.org.uk
- **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 or other Public Service pension schemes 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.
- Rental deposit scheme – an interest free advance to help towards the cost of a deposit for privately rented accommodation
- Subsidised staff catering arrangements and discounts in the Tate Restaurants and Cafes.
- 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.

Safer Recruitment

Tate is committed to providing a safe environment for all those who work at Tate and all those who come into contact with Tate as visitors to the galleries, as participants in Tate activities, and online. The safe recruitment of all those who undertake work on behalf of Tate is the first step to ensuring that we are fulfilling this commitment.

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

You can find out more information about our pre-employment checks and what they mean for you in our ‘Guidance Notes for Applicants’ document.

Diversity and Inclusion

Our aim is to become a truly inclusive organisation with a workforce and audience as diverse as the communities we serve. This is fundamental to Tate’s future success and our ability to continue to contribute to culture and society in the UK.

We want our workforce to be more representative of all sections of society at all levels in the organisation. The range of perspectives and experience diversity brings is an asset to our organisation and we want to create an inclusive, welcoming environment for visitors, artists and all those who work at Tate. Tate expects all employees to contribute to this aim as part of their role. More information about diversity and inclusion at Tate can be found on our [website](#).

How to apply

Our opportunities are open for you to apply online. Please visit:

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 **Sunday, 19 January 2020 at midnight**.

Our jobs are like our galleries, open to all.

