



Post: Head of Visitor Communications
Ref: TG2121
Band: 1L
Department: Visitor Communications
Contract: Permanent
Hours: Full-time
Responsible for: Senior Information Manager, Information Manager, Administration Manager
Reporting to: Director of Audiences
Location: Millbank and Bankside, London

Background

Tate aims to be the most artistically adventurous and culturally inclusive global art museum. We deliver this aim 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.

The Visitor Communications team is part of the Audiences division, which works to drive reach, revenue and reputation for Tate - growing and diversifying audiences, generating income to support Tate's work, positioning the brand, and creating inspiring and engaging experiences for everyone who visits.

The Visitor Communications team provides professional visitor communications across editorial and written communications, signage, on-site marketing, customer feedback and brand experience across every touch-point. The team also supports all front of house teams with internal communications, training, skills development, knowledge-sharing and information. The Head of Visitor Communications also leads on internal communications, staff engagement and change communications across the Audiences division.

The Head of Visitor Communications line manages the Visitor Communications team at Tate Modern and Tate Britain, and provides strategic support and guidance to Tate Liverpool and Tate St Ives colleagues to create a consistent brand experience across all Tate sites.

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

Purpose of the Job

To lead the strategic development of visitor communications to positively transform the visitor experience and optimise Tate's ability to grow audiences and income.

Main Activities/Responsibilities

Visitor communications

- Lead the strategic development and successful delivery of visitor communications at Tate, initiating and implementing creative solutions for animating the on-site visitor experience to improve and enhance the visitor journey across all visitor touchpoints.
- Lead editorial content, messaging and copy production across multiple platforms.
- Lead the on-site signage, wayfinding and in-gallery communications to optimise the welcome; provide clear information; inspire people to explore, buy, join, donate and participate.
- Lead on brand and visual identity presentation across onsite visitor touch-points and set, monitor and optimise visual presentation standards in line with brand guidelines and
- Lead on the collation of customer comments, written responses and feedback across multiple channels, including setting up systems, and establishing strong relationships to ensure audience intelligence is used to influence and inform decision-making across Tate.
- Provide communications tools, key messages and briefings for front of house staff across multiple media to enable staff to be inspiring and knowledgeable, and confidently promote everything that Tate has to offer.
- Develop the drive to build the welcome and visitor experience for identified priority audience groups, including families, young people, and international/multilingual audiences.

Staff engagement and development

- Work closely with the Director of Audiences to lead and drive a staff engagement programme for the Audience division, including internal communications, providing channels to listen and respond to staff ideas and feedback, and team building, to deliver positive organisational and cultural change.
- Devise and implement an ongoing programme of information provision, knowledge-sharing and professional skills development and training for front of house staff, working closely with Tate's Human Resources team.

Meeting income targets and KPIs

- Contribute to the meeting of divisional income targets by identifying and implementing strategies to drive income generation through onsite communications channels including map sales and donation boxes, as well as marketing and promoting wider Tate businesses (ticket sales, catering outlets, audio guides etc)
- Set up systems for monitoring and reporting on KPIs across visitor experience and communications and be accountable for performance against Communications KPIs.
- Be accountable for ensuring income targets from donations for onsite maps are achieved and lead on the development of strategies to grow revenue from this income stream.

Leadership

- Provide inspirational leadership and a clear vision to drive positive transformational organisational change within the Visitor Communications team.
- Lead and manage the Visitor Communications team, providing direction, guidance and support, and overseeing workload, performance management, training and development, to ensure that the output of the team is of the highest standard, and staff enjoy high levels of job satisfaction and engagement.

- As a key member of the Audiences Leadership team, contribute to the development and implementation of the overall Audiences strategy and plan.
- Manage key internal client relationships with the Directors of Tate Modern and Tate Britain, ensuring services delivered are aligned to meeting their strategic priorities.
- Provide guidance and strategic support to the Visitor Experience teams at Tate Liverpool and Tate St Ives to ensure a consistency of approach across all sites.
- Collaborate closely with the Head of Visitor Experience, Head of Sales and E-Commerce, CEO Tate Enterprises, and CEO Tate Catering to align and positively improve the visitor experience across all front of house teams.
- Manage the Visitor Communications team budget, including monitoring spend, providing accurate, timely and up-to-date forecasts, and ensuring effective processes are in place which in line with Tate's financial procedures.

Person Specification

Essential

- Substantial experience of leading a successful customer communications and internal communications function for a major brand including a proven track record in developing and implementing a successful customer communications strategy.
- Outstanding editorial and copywriting skills and expertise in developing marketing, messaging and communications materials in multiple media in a fast paced environment.
- Extensive experience of developing high quality onsite visitor communications materials including signage, welcome, and wayfinding.
- Proven experience of implementing brand and visual identity across a public facing operation.
- Experience of collating and using audience intelligence to successfully inform strategy and operational effectiveness.
- Proven experience of successfully leading initiatives to increase staff engagement and deliver positive organisational and cultural change.
- Financial awareness and a commercial approach with a track record of identifying income generation opportunities and delivering on financial targets.
- Experience of devising training and co-ordinating learning and development opportunities for large front of house teams to improve and maintain excellent customer service.
- Strong business management skills including strategic and financial planning and risk and budget management.
- An inspiration leader with the ability to set a clear vision and a track record of creating high performing teams.
- Outstanding interpersonal and communication skills with the personal impact and ability to lead, influence, and work collaboratively with multiple stakeholders across a complex organisation to deliver results.
- Outstanding people management skills with experience of creating an inclusive working environment which motivates and enables people to be their best.
- Proactive with the ability to problem solve and find creative solutions.
- A proactive approach to promoting the principles of diversity and inclusion as they affect the engagement of broad and diverse audiences.
- An interest in and a commitment to the work of Tate.

Summary of Terms and Conditions of Employment

Type of Contract

This appointment is offered on a permanent contract.

Working Hours

This post is offered on a full-time contract working 36 hours per week – Monday to Friday.

Salary

This post is graded on Band 1L of the Tate pay scales.

An appointment will be made at £50,000 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 25 working days per annum rising to 27 working days per annum after three years' service. In addition, we offer paid time off for the 8 public holidays and 1 Tate day (on 24 December when the galleries are closed).

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.

- 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.

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 into your account.

The closing date for the submission of completed application forms is **Wednesday 17 October 2018 by 17.00**.

Our jobs are like our galleries, open to all.

