



Job description

Job title	Content Designer
Department	Digital
Contract	Permanent
Salary	£37,567 per annum
Hours	Full time, 36 hours per week
Location	Millbank
Reporting to	Digital Content Manager

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 the national collection of British art from the 16th century to the present day, and international modern and contemporary art from 1900 to the present day, spanning all continents. We seek to expand access to the collection and deepen understanding of art in all its diversity.

Tate is a leading global institution, and we influence critical thinking about art practice. Tate is committed to maintaining free entry for audiences to our collections. We see access to art for everyone as a universal human right and we see our galleries as sites of creative learning. We want to champion the importance of making art and encourage people to explore the many ways in which art is created and develop their own creative potential.

We want to welcome audiences that better reflect the towns and cities in our nation and attract a diverse international public. Our reach is already powerful. We intend to increase its impact across society, with art that resonates around the world.

Everyone who works at Tate has a role to play in achieving these goals. We offer exciting work built around our love for art, and have a strong commitment to equality, diversity and inclusion, with the aim to have our workforce and audience as diverse as the communities we serve. And everything we do is only possible thanks to our fantastic colleagues, who really know their stuff, support each other and want to do the best for our audiences.

We hope you will consider joining our team.

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

About the role

We are looking for an experienced and enthusiastic Content Designer to join our team in Tate Digital. This role involves creating and improving content to make sure Tate's website is up-to-date and as user friendly as possible. Daily tasks include reviewing requests for changes to the website, designing and building new pages for stakeholders and using analytics and user data to review and optimise content performance. You will also work with the Product team to plan and prioritise content design tasks in sprint cycles. You will champion best website practice, such as accessibility and user experience, spreading digital knowledge and skills across Tate's teams. The role will include leading on bigger projects such as improving online journeys to Membership or gallery visits.

About your team

Tate Digital champions art and artists by creating accessible and diverse online experiences in ways that align with Tate's values of being open, bold, rigorous, and kind.

Every month millions of people engage with Tate's digital products and channels. The Digital department is responsible for Tate's Digital and Innovation strategy which aims to ensure Tate remains a leading digital presence in the art world and beyond.

Within Tate Digital, the Content team creates rich content about art in our collection or exhibition programme to help reach new, broad, and more diverse audiences, especially those who are new to art.

What you will gain

Motivated, and skilled people are key to our continued success, and we want everyone at Tate to have the opportunity to develop and thrive. In this team, you will be encouraged to contribute your ideas, realise your potential, and learn new skills and knowledge.

What you will do (Main Duties and Responsibilities)

- Create, manage and update digital content on Tate's sites, making sure it is high quality, fits Tate's tone of voice and is audience-focused
- Research user behaviour and assist with user testing to inform content decisions
- Create and update content and monitor its performance based on user research, data and analytics
- Collaborate with Product, Content, Membership and Marketing teams to execute business initiatives, from membership acquisition to creating a clear user journey to those new to Tate
- Implement and keep up to date with inclusive design standards
- Create layouts for web pages and work with Product team to define new requirements and design components
- Help to create layouts for web pages and work with the Digital Product Manager to define new requirements and design components
- Communicate digital design best practice to non-technical staff across Tate through training sessions
- Regularly record work and produce guides to share knowledge with team members and colleagues

- Take part in the Product Team's sprint meetings, where content design tasks are planned and reviewed

What you will bring to the team

- An expert knowledge of content design principles and practices, including UX, IA and accessibility
- Excellent copy writing and editing skills, with a demonstrable ability to meet varying audience needs
- Experience in using web content management systems (such as Wagtail, Drupal, Salesforce Commerce Cloud, etc.)
- An excellent track record of producing user-centred, data-informed, accessible content
- Excellent organisational skills, which you will use to help you handle and prioritise time-sensitive tasks
- Great attention to detail with an eye for design
- Excellent communication skills, and an ability to work with colleagues in different departments
- An understanding of product development life cycle within an Agile environment
- An understanding of the vital roles SEO and accessibility play in content design
- An ability to communicate complex ideas in a simple way
- An ability to work calmly under pressure and meet tight deadlines
- An ability to work with a diverse range of colleagues and treat everyone with dignity, respect and kindness
- An understanding of inclusion and diversity, with experience of applying and promoting these at work

The requirements listed here are guidelines, not hard and fast rules. You don't have to satisfy every requirement and we welcome candidates who bring transferable skills. Applying gives you the opportunity to be considered.

Tate for all

Diversity and Inclusion

Our jobs are like our galleries, open to all.

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](#).

Our Values

- **Open:** we're welcoming, generous-spirited and inquisitive, with an open-source attitude that thrives on collaboration.
- **Bold:** we have the courage of our convictions, we're willing to take imaginative risks: we aren't afraid of failure - so long as we learn from it.
- **Rigorous:** we'll win people's trust if we're accountable for our actions and excellence underpins everything we do.
- **Kind:** we value and respect each other, our partners, and our visitors, striving to make every encounter memorable and enriching.

Benefits

- Birthdays off each year.
- 25 days leave per year.
- A pension scheme with generous employer contributions.
- Life Assurance and Income Protection for DC scheme members.
- 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.
- Free access to other galleries and museums abroad through the International Council of Museums (ICOM) membership.

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.

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 Sunday 7 April 2024 by midnight.

Where vacancies attract large volumes of applicants, we reserve the right to close this vacancy early. Therefore, if you are interested, please try to submit your application as early as possible.

