



**Post:** Head of Digital Content  
**Band:** 2L  
**Department:** Tate Digital  
**Contract:** Permanent  
**Hours:** Full-time  
**Reporting to:** Digital Director  
**Responsible for:** Digital Content Team  
**Location:** Millbank, London

## **Background**

Tate aims to be an artistically adventurous and culturally inclusive global art museum. We do 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 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.

Millions of people visit Tate's website and other digital projects every year. The Tate Digital department is responsible for developing the Tate website and online content, delivering digital experiences in our galleries, growing sales through our ecommerce platform, and ensuring Tate continues to be a leading digital presence within the cultural sector.

The Digital Content Team produces a broad range of content types, 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.

The team works closely with colleagues from all over Tate. For example: We collaborate with Marketing teams on campaigns which encourage people to visit. We work with Curators to promote their art displays and exhibitions. With Learning colleagues, we help people of all ages to appreciate and enjoy our art collection more.

We celebrate inclusivity, diversity and equality. We want to be relevant to everyone who is interested in art and culture. We are working to improve the representation of women, BAME, LGBTQ+, people with a disability, and other underrepresented groups in Tate's digital content.

You do not have to be an art specialist to join Tate's Digital team. We are looking for someone who is passionate about arts and creativity, who cares about audiences, is an experienced team leader and has a track record of delivering high quality digital content for the public.

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

## **Purpose of the Job**

Lead the Digital Content Team in creating and publishing content which appeals to broad and diverse audiences and supports Tate's business aims.

## **Main Activities/Responsibilities**

- Lead and inspire Tate's Digital Content Team to deliver engaging content which supports audience growth and commercial targets, and which works across multiple platforms
- Collaborate with colleagues across Tate to make sure that Tate Digital activity is fully integrated with key messages, campaigns and initiatives
- Identify and act on opportunities to develop Tate's digital activity in ways which supports business objectives for audiences and commercial growth
- Own and develop standards, systems and best practices for content creation, communication, distribution and analytics
- Manage and develop a team of assistant producers, producers and content managers, helping them to grow their skills and be effective ambassadors for digital across Tate
- Collaborate with Marketing and Press teams to ensure content is successfully promoted and distributed through social media, email, press and partnerships
- Work with Development and Partnerships colleagues to support and deliver projects with corporate partners
- Ensure all our content is high quality, on-brand, inclusive, and uses appropriate tone of voice and language
- Ensure our content is optimised for search, user experience and accessibility across all our digital channels
- Work with the Product team to continue developing the website's form and function to present content in ways which engage and delight all our target audiences

## **Person Specification**

- Proven track record of leading creative projects and managing budgets
- Experience of operating within a complex organisation
- Able to translate business goals into the creation of meaningful content for target audiences
- Excellent interpersonal communication skills, with a track record of working collaboratively with colleagues at all levels
- Strong people management skills and the ability to lead, motivate and develop a team
- Well organised, able to prioritise workload and work well under pressure
- Experience of working with agile and user-centred design methodologies
- Experience of working creatively with external organisations and partners
- A good understanding of current web technologies and what is possible within a digital environment
- Understanding of accessibility issues for websites, including the W3C accessibility standards and website best practice
- Experience of working with content management software (e.g. Drupal)
- Experience of creating a working environment that encourages equality, diversity and inclusion, and the ability to create an inclusive, respectful culture within a team
- 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 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 2L of the Tate pay scales.

An appointment will be made at circa £50,000 per annum dependent upon the skills and experience of the successful candidate.

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](http://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/](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 into your account.

The closing date for the submission of completed application forms is **Wednesday, 16 January 2019 by 17.00**. Interviews will be held on **24 and 25 January 2019**.

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

