



## Job description

<b>Job title</b>	Senior Social Media Manager
<b>Department</b>	Marketing
<b>Contract</b>	Permanent, Full-time
<b>Salary</b>	£44,094 per annum
<b>Hours</b>	Full-time, 36 hours per week
<b>Location</b>	Tate Britain, Millbank, London
<b>Reporting to</b>	Head of Marketing
<b>Responsible for</b>	Social Media Marketing team

## 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](http://www.tate.org.uk).

## About the role

Your role is to lead innovative social media campaigns to drive brand awareness and maximise audience reach, engagement and income for the Tate brand. You will act as the champion for Tate's social media platforms and have a critical role in driving positive perceptions and managing reputation online.

## **About your team**

Tate's social media team sits within the marketing department and is based at Millbank within the Audiences division. The marketing department is responsible for developing and delivering Tate's marketing strategy – to build broad and diverse audiences, develop the Tate brand, achieve attendance forecasts and reach financial targets.

## **What you will do** (Main Duties and Responsibilities)

### **Social Communications Monitoring and Response Plans**

- Advise Directors on social media reputational risk situations in an efficient and timely manner
- Anticipate and mitigate online reputational risk through constant and consistent sentiment monitoring
- Lead Tate emergency response planning for social media and work closely with the communications leadership team to develop response strategy and execute accordingly
- Responsible for maintaining all crisis communications plans and protocols. Serve as the day-to-day main point of contact for escalating issues and lead the digital marketing team's social media responses during emergencies
- Maintain and provide staff training on Tate's social media policy and digital marketing trends. Lead on the annual review of the social media policy
- Work closely with Tate's Digital Marketing and Information teams in providing social media moderation and responses for Tate audiences
- Uphold and protect Tate's brand reputation through effective, sensitive and responsible digital communication with audiences

### **Social Media and Content**

- Responsible for developing and overseeing high quality, audience-first content (copy, images and video) across Tate's social channels
- Responsible for maintaining the editorial agenda and oversee the TOV for all social media channels
- Responsible for developing creative and innovative campaigns on social channels to position Tate as a leader in the area
- Responsible for developing and maintaining senior relationships with social media brand contacts
- Ensure targets are met or exceeded by monitoring effectiveness during campaigns and developing contingency strategies if required
- Advise on the commissioning, development and evaluation of digital and video content for marketing activity in collaboration with key stakeholders
- Provide effective line management of the Social Media Marketing team, supporting their professional development and enabling them to deliver against their objectives

## **What you will bring to the team**

- Experience of managing, devising and implementing effective social media marketing campaigns
- Excellent written and verbal communication skills
- Experience of using social media as a marketing and audience engagement tool
- Experience of creating and editing excellent audience led social media marketing copy

- Good visual literacy and understanding of the principles of branding
- Strong understanding of analysing and acting upon digital metrics and statistical research findings, with the ability to communicate these clearly to non-technical staff.
- Excellent interpersonal skills, including negotiation skills, and the ability to achieve consensus among a number of different departments, and to gain senior agreement for communications/recommendations
- Excellent organisational skills, with the ability to prioritise workloads effectively and make accurate decisions under pressure and to tight deadlines
- Awareness of and commitment to the principles of diversity and inclusion

## 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, rising to 27 (pro rata for part time colleagues).
- 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/](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 15 January 2025 by midnight. Interviews will be held in February 2025.

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.

