



Post: Digital Marketing Officer  
Reference: TG2582  
Band: 4L  
Department: Marketing  
Contract: Permanent  
Hours: Full-time  
Reporting to: Digital Marketing Manager  
Location: Millbank, London

## WHO WE ARE AND WHAT WE DO

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 role focuses on Tate's social media channels and sits in the Marketing department which is part of the Audiences team at Tate. The Marketing team is responsible for developing and guiding Tate's communication strategy across the four Tate galleries. The role is based at Tate Britain, with usually one day per week at Tate Modern and occasional travel to Tate St Ives and Tate Liverpool.

## OUR VALUES

At Tate, we value and respect all differences (seen and unseen) in people, both in the gallery and online. We aim for inclusive working practices and spaces that reflect the communities in which we're located, making sure opportunities are accessible and that all voices are heard and contribute to our future. We actively encourage applications from underrepresented groups to apply, in particular Black, Asian, and Minority Ethnic and disabled candidates.

## ABOUT THE ROLE

You will be the copywriter, planner and guardian of Tate's social media channels. Your role – working together with the Digital Marketing Manager, Digital Marketing Production Officer and wider Marketing team – is to bring about innovative social media campaigns to build awareness of Tate galleries. You will have relevant experience in creating content and managing social media channels and are looking for the next step in your career.

A day in life as the Digital Marketing Officer could include attending a meeting to brainstorm ideas on how to get people excited about an upcoming exhibition, working on a report from a recently closed exhibition, and checking in on Tate's channels to answer comments or questions from followers. For lunch, you could have a lunch break with your colleagues or friends or perhaps pop into the gallery to check out the current exhibitions.

## WHAT WILL YOU DO AS A DIGITAL MARKETING OFFICER AT TATE

- Write and post highly compelling, informative content across Tate's social media channels for new and existing audiences
- Build, deliver and manage social media campaigns from planning through to reporting
- Monitor mentions, hashtags and posts, tracking how people are talking about Tate on social media
- Respond to requests and comments from the public
- Research and highlight artwork by underrepresented groups (e.g. women, Black, Asian, and Minority Ethnic, LGBTQIA+, disabled people, etc.) across Tate's social channels
- Report on Tate's digital marketing activity with a view to testing and developing new plans and ideas
- Monitor growth targets, content creation, content schedules and reporting across Facebook, Twitter, Instagram and Pinterest
- Edit and sign off on all social media advertising campaigns in collaboration with the wider marketing team
- Use Tate's social media tone of voice and take responsibility for sharing Tate's brand values and key messages
- Work collaboratively across Tate with Marketing, Membership, CRM, Ecommerce, Digital and Development teams to maximise digital income for Tate
- Uphold Tate's brand reputation through effective, sensitive and responsible digital communication with worldwide audiences
- Work with the Digital Marketing Production Officer to produce live broadcasts and stories on Instagram and Facebook

## WHAT WILL YOU BRING TO THE ROLE

- Exceptional copywriting skills and a keen eye for detail
- Good knowledge of social media marketing including social media advertising and reporting
- Experience of collecting, scheduling and editing information from a variety of sources
- Experience in identifying and implementing the newest trends in digital and social media
- Excellent communication skills, with experience of presenting to colleagues and/or partners
- Excellent research and organisational skills
- Ability to communicate complex ideas in a simple way for a global audience
- A strong understanding of inclusion and diversity, with experience of proactively applying and promoting these at work.

## 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, with some evenings and weekends necessary.

## Salary

This post is graded on Band 4L of the Tate pay scales.

An appointment to this post will be made at the minimum of the band at £26,959 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](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 **Friday 13 March 2020 at midnight.**

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

