



Post: Digital Analyst
Reference: TG2559
Band: 3L
Department: Digital
Contract: Permanent
Hours: Full-time
Reporting to: Product and UX Lead
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.

Working across a range of digital platforms, including the Tate website Tate Digital is responsible for designing and delivering Tate's digital experiences. The department operates across the organisation, realising business objectives from numerous departments and balancing these against visitor needs.

Expect to work with a smart and caring cross-disciplinary team who are passionate about using technology to make art accessible to everyone.

We're agile-ish.

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

ABOUT THE ROLE

To manage the analytics of Tate's website and other digital products. Alongside regular reporting on KPIs across the organisation you'll proactively evaluate data and deliver insights which inform the Product team on digital behaviour across platforms in order to enrich user experience.

WHAT YOU WILL DO AS DIGITAL ANALYST AT TATE

- Analyse online traffic, set up and produce advanced reports using Google Analytics, Google Tag Manager and other metrics tools.
- Use analysis to deep dive into user behaviour to inform decision making across Tate with the aim of improving user experience across different digital platforms.
- Plan and run digital analytics projects working closely with colleagues across Tate and external parties.

- Develop evaluation frameworks for new projects as they are initiated and scoped.
- Maintain an overview of all analytics used on Tate's website and test new implementations.
- Carry out both qualitative and quantitative user research and work with colleagues to strengthen research insights
- Create holistic dashboards and present findings in a clear, actionable and engaging way
- Produce performance indicator reports to be provided by Tate to funders including the Department of Culture Media and Sport.
- Help plan, facilitate and co-analyse user research sessions with the Product team
- Provide training for colleagues across the organisation on updates to analytics tools.
- Participate in strategic discussions and workshops.

WHAT YOU WILL BRING TO THE ROLE

- Demonstrable ability to analyse raw data, draw conclusions, develop actionable recommendations and imaginatively communicate complex information.
- Proven experience of planning and running analytics projects, running experiments in Optimizely (or equivalent) and working with cross disciplinary teams.
- Experience of conducting user research and/or user testing sessions.
- Good grasp of information architecture and understanding of digital user journeys.
- Excellent organisational skills, with the ability to prioritise workloads effectively.
- Excellent interpersonal and communication skills with experience of influencing and collaborating with people at all levels.
- Excellent attention to detail.
- Ability to work under own initiative with a degree of autonomy as well as ability to work effectively as part of a team to achieve shared goals.
- Experience or interest in developing skills in data visualisation using Tableau or similar
- A strong understanding of inclusion and diversity.
- An interest in and commitment to the work of Tate.
- An understanding of accessibility for websites, including the WCAG 2.1 accessibility standards and website best practice

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 3L of the Tate pay scales.

An appointment to this post will be made at the minimum of the band at £33,106 per annum.

In addition, this post will attract a market rate allowance of £5,000 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.
- 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 **Monday 27, April 2020 at Midnight.**

Our jobs are like our galleries, open to all.

