



**Post:** Digital Director  
**Reference:** TG2137  
**Contract:** Permanent  
**Hours:** Full-time  
**Reporting to:** Managing Director  
**Responsible for:** Tate Digital team  
**Location:** Millbank & Bankside, London

## **Background**

Tate aims to be the most artistically adventurous and culturally inclusive global art museum. We deliver this aim 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.

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

The Digital team at Tate aims to strengthen our already world-leading digital presence through inspirational content strategies across all digital media, as well as delivering strong online visitor growth.

The Digital Director provides strategic leadership and direction for this team, with a focus on developing Tate as online destination for diverse audiences to learn, participate, interact, shop and visit.

## **Purpose of the Role**

To provide continuous development of Tate's brand as a global publisher of rich online content about art and artists and to invite broad online audiences to learn, participate, interact, shop and visit.

## **Main Activities/Responsibilities**

- Define and deliver Tate's strategic digital priorities with an aim of becoming a world-leading online destination for content about art and artists.
- Create rich online content (video, audio, text) and grow Tate's online visitors across all digital platforms (mobile, desktop, tablet). Ensure all content is conceived in relation to clear business objectives and the broader Tate audience strategy.
- Deliver strong visitor numbers and convert online traffic to robust sales by improving user journeys across the site and making it easy and convenient to shop and/or carry out other transactions (buying tickets, signing up for membership, etc.)

- Create online content to support engagement in Tate's programme and learning activities before, during and after a gallery visit.
- Apply an entrepreneurial approach to creating innovative experiences to attract new and diverse audiences, working closely with external partners to deliver new solutions.
- Ensure the website's design and user experience is world-class, intuitive and easy to use.
- Make effective use of online distribution channels to syndicate Tate content (with clear brand attribution and onward journeys) when and where appropriate.
- Work with colleagues and external suppliers to ensure the underpinning technology and systems are robust and enable Tate to offer audiences the best functionality.
- Lead a high performing team that is engaged and motivated, ensuring that the right skills and experiences are in place within a working environment that supports innovation and delivery of outcomes.
- Build strong and collaborative relationships with the Head of Marketing to ensure all content has a clearly defined communications plan to support it.

## **Person Specification**

### **Essential**

- A successful track record of setting and successfully delivering a digital strategy which includes both content and commercial objectives.
- Experience of developing and implementing a coherent and inspirational content strategy across digital media including experience of commissioning and creating engaging content for a broad audience whilst upholding brand values.
- Significant e-commerce experience of delivering excellent online visitor experiences as well as sustained sales revenue.
- An understanding of CRM and the role of integrated customer data.
- Experience of developing customer journeys that integrate digital and physical (clicks to bricks).
- Familiarity with technology architecture, systems and infrastructure to underpin the digital services.
- Can demonstrate the ability to coherently pull together different digital departments (e-commerce, e-marketing, content creation, CRM, etc.) to enhance the customer experience and deliver against commercial targets.
- Ability to work confidently and diplomatically with senior stakeholders, both internally and externally.
- Ability to work well under pressure and to respond quickly to changing circumstances and tight deadlines.
- Understands the complexity and nuance of balancing public sector, commercial and artistic objectives.
- Experience of leading and developing a high performing team that is motivated and engaged.
- A proactive approach to promoting diversity and inclusion as they affect the engagement of broad and diverse audiences.
- An interest in and commitment to the overall aims 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**

An appointment will be made up to £85,000 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](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
- Tate operates a Policy for the protection of children and vulnerable adults. Successful applicants will be subject to a satisfactory Enhanced Disclosure and Barring Service check against the barred list for children. For further information please refer to [www.gov.uk/disclosure-barring-service-check/contact-disclosure-and-barring-service](http://www.gov.uk/disclosure-barring-service-check/contact-disclosure-and-barring-service)
- 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 **26 October 2018 by midnight**.

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

