



Job description

Job title	Junior Content Designer
Department	Digital
Contract	Permanent
Salary	£30,848 per annum
Hours	Full-time, 36 hours per week
Location	Tate Britain, Millbank, London
Reporting to	Digital Content Manager

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.

About the role

We are looking for a Junior Content Designer to join us at Tate Digital. This role involves helping to create and improve content to make sure Tate's website is up-to-date and user friendly. Daily tasks include reviewing requests for updates to the website, building and editing pages in collaboration with stakeholders, and using analytics and user data to review and optimise content performance. You will work with the Content Designer on larger projects, like designing

landing pages and making improvements to user journeys on the website. You will help our team champion website best practice at Tate, uphold accessibility standards and ensure that we meet the needs of our online audiences.

About your team

Tate Digital champions art and artists by creating accessible and diverse online experiences in ways that align with Tate's values of being open, bold, rigorous, and kind.

Every month millions of people engage with Tate's digital products and channels. The Digital department is responsible for Tate's Digital and Innovation strategy which aims to ensure Tate remains a leading digital presence in the art world and beyond.

Within Tate Digital, the Content team creates rich content about art in our collection or exhibition programme to help reach new, broad, and more diverse audiences, especially those who are new to art.

As content designers, we use research and data to produce webpages that help users accomplish their goal as quickly and simply as possible, such as finding opening times or booking tickets.

What you will gain

Motivated and skilled people are key to our continued success, and we want everyone at Tate to have the opportunity to develop and thrive. In this role, you will be supported to learn more about content design best practice and develop as a content designer. You will be encouraged to contribute your ideas, realise your potential and learn new skills.

What you will do (Main Duties and Responsibilities)

- Assist the Content Designer to manage a shared inbox and requests for website updates and new webpages, reviewing and actioning requests and assigning tasks to relevant colleagues, including, but not limited to, updating events and artwork display pages
- Assist the Digital Content Manager and Content Designer in creating, maintaining and updating digital content on Tate's sites, making sure it is high quality, fits Tate's tone of voice and is audience focused.
- Keep up to date with inclusive design standards, such as website accessibility.
- Use research, data and analytics to monitor the performance of content on the website.
- Support Digital Content Manager and Content Designer in explaining digital practice and principles to non-technical staff across Tate.
- Support the Content Designer to train colleagues at Tate to use our website content management system to best practice.
- Create and maintain guidelines for updating our website.
- Document and track projects and tasks by working with the Digital Product team in sprint cycles and using project management tools.
- Assessing and communicating any technical issues to the Digital Product team.

What you will bring to the team

- A clear writing style with experience of writing and editing for websites.
- An understanding and appetite to learn about website audiences and how to improve their user experience through design.
- Experience in using website content management systems (such as Wagtail, Drupal, WordPress.).
- Great attention to detail with an eye for design.
- A positive and collaborative approach to working closely with colleagues with the aim of continual improvement of processes and practices.
- Awareness of the important roles SEO and accessibility play in creating digital content.
- An ability to communicate complex ideas in a simple way.
- An ability to work calmly under pressure, prioritise tasks and meet tight deadlines.
- An ability to work with a diverse range of colleagues and treat everyone with dignity, respect and kindness.
- An understanding of inclusion and diversity, with experience of applying and promoting these at work.

The requirements listed here are guidelines, not hard and fast rules. You don't have to satisfy every requirement and we welcome candidates who bring transferable skills. Applying gives you the opportunity to be considered.

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/ 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 21 July 2024 by midnight. Interviews will be held in August 2024.

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.

