



Post: Head of Creative
Reference: TG1899
Band: 1L
Department: Design
Contract: Permanent
Hours: Full-time
Reporting to: Director of Audiences
Responsible for: Senior Graphic Designer, Digital Designer, and Design Studio Manager
Location: Millbank, 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.

The Creative Studio works across all of Tate. The Studio works to create intelligent, original, beautifully-executed design that upholds Tate's reputation as a leader in the visual arts and helps us to attract, communicate with, and delight audiences.

The Studio sits within Tate's Audiences division, which brings together Tate's public-facing teams and works to drive audience reach, revenue and reputation.

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

Purpose of the Job

To lead on the creation of outstanding, inspiring, and innovative creative content that positions the Tate brand to drive audiences, and produce business results.

Main Activities/Responsibilities

- Act as brand guardian for Tate's visual identity, leading on creative development, ensuring design consistency across Tate sites, and ensuring all activities adhere to Tate's visual identity guidelines.
- Drive the design agenda for Tate, and act as the lead designer on key projects.
- Lead creative services across design and production, with a strong focus on creative design identities and brand communications.

- Provide the creative direction for advertising and marketing campaign creatives across multiple media, working to marketing briefs.
- Provide creative leadership on digital marketing creative.
- Oversee the Creative Studio's work on exhibition design and graphics, leading on print graphic design and corporate publications.
- Develop distinctive creative concepts, ideas and headline copywriting.
- Oversee production of projects led by the Studio, across both print and digital, taking responsibility from concept to delivery.
- Manage senior stakeholder relationships with a range of departments including Marketing, Curatorial and Development.
- Act as lead account director throughout the creative and production process, translating internal client's needs into creative briefs; creating, pitching and presenting design solutions, and overseeing the approvals process.
- Lead and manage the Creative Studio: setting the vision, inspiring outstanding performance, and managing people, recruitment, resource allocation and development.
- Procure and manage external agencies including designers, brand agencies, printers, photographers, copywriters, illustrators and digital production agencies.
- Foster a Tate-wide culture of creativity through sharing examples of creative inspiration and best practice.
- Lead on the sponsor and partner accreditation in Tate's communications, collaborating with the Development department.
- Manage the Studio budget.

Person Specification

Essential

- A creative leader and senior designer with extensive experience and talent across graphic design, brand identities, brand communications, and advertising creative.
- A proven track record of creating outstanding, beautifully crafted design that delivers business results.
- Considerable brand expertise including developing visual identity, creative brand execution across multiple media, and brand guardianship.
- A proven ability to deliver high impact and effective integrated marketing campaign creatives across a broad range of communications channels.
- Proven ability in initiating and developing innovative creative concepts and ideas.
- Expertise in print and graphic design.
- Expertise in digital creatives. Knowledge and experience of using digital advertising, content, e-communications, and on-screen graphics to drive engagement.
- Proven experience in leading creative production processes, both digital and print, from concept through to delivery.
- Experience of setting and leading the design direction of a creative studio or equivalent environment.
- Proven leadership skills, experienced in inspiring, leading and developing busy and high-performing teams.
- Considerable experience in creative content commissioning from agencies and suppliers.
- Clear and impactful presentation skills.

- Outstanding communications skills with extensive experience in managing senior client and stakeholder relationships with the ability to lead, influence and work collaboratively across the organisation.
- Outstanding organisational skills with the ability to manage multiple projects and work quickly, accurately and under pressure.
- Excellent attention to design detail.
- Proven effective budget management.
- A commitment to and understanding of the principles of diversity and inclusion as they effect the engagement of broad and diverse audiences.
- A strong interest in, and commitment to, the work 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

This post is graded on Band 1L of the Tate pay scales.

An appointment will be made at circa £50,000 per annum dependent upon the skills and experience of the successful candidate.

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.
- Childcare Vouchers Scheme – offering savings on tax and national insurance.
- 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 **Wednesday, 7 March 2018 by 17.00**. Interviews will be held week commencing **19 March 2018**.

Our jobs are like our galleries, open to all.

