

## JOB DESCRIPTION

**Job Title:** Digital Content Producer (1 year fixed term)

**Responsible to:** Head of Communications

### Introduction

At Turner Contemporary, we believe in the power of art to transform people and places, doing things differently to achieve our vision; “Art Made Essential – to be leaders in social and economic sustainability; vitally connecting art, people and place, at home and around the world.”

Since opening in 2011, Turner Contemporary has become one of the most successful galleries in the UK. We’ve achieved more than 3.5 million visits and the gallery has been a catalyst for the social and economic regeneration of Margate. Located in a building designed by David Chipperfield Architects, on a site overlooking the North Sea, our programme of world-class events, exhibitions of historical and contemporary art and our innovative learning programme have fast earned the gallery an international reputation. With free admission, great art is accessible for all.

We are committed to challenging traditional practice to make ourselves more accessible; repositioning art as more relevant to society. Our distinctive, audience-focused approach is integral to our success and inspires interest, nationally and internationally.

Turner Contemporary is a charity governed by a Board of Trustees, chaired by Clive Stevens. The organisation receives revenue funding from Arts Council England and Kent County Council and the whole team works creatively to generate additional income. To deliver our ambitious vision and to develop our resilience and sustainability for the future, we need to increase and diversify earned income from our trading activities and secure significant annual fundraising targets.

After nearly nine successful years of operation, Turner Contemporary is working with stakeholders to move the gallery on to the next stage of our development in the lead up to our tenth birthday in April 2021.

We have three values that are embedded across all areas of our work. We are looking for an individual who adopts and exhibits these values in everything s/he does.

The values are:

- **Enterprising** – we create value for ourselves, our community and our partners by being responsive to new opportunities; we encourage collaboration, creativity and initiative from our people
- **Welcoming** – we are friendly and warm, while maintaining professionalism of practice and behaviour; human empathy is key to how we think, internally and externally

# Turner Contemporary

- **Questioning** – our philosophy is one of investigation; being astute to audiences' needs, unlocking understanding, provoking debate and asking tough questions – especially of ourselves

## About the role

This role is a one year contract, as part of our Digital Transformation Programme. You will be responsible for producing and distributing high quality digital content linked to specific projects across our channels during this period. This content will aim to connect with new audiences, increase engagement with Turner Contemporary online and drive income. The role will also include working as part of the wider team to offer audiences inspiring opportunities to connect with digital artworks and technologies. You will be tuned into the relevant data and analytics, interpreting and using this insight to suggest and implement improvements to our digital strategy.

## Principal Duties/Tasks and responsibilities

- Work with freelance filmmakers and creatives to organise the production and delivery of inspiring digital content in the build up to our 10<sup>th</sup> anniversary year
- Work across the organisation and with partners to mine, collect and tell stories, promoting these effectively online and to relevant audiences
- Devise and implement a content calendar and co-ordinate content across Turner Contemporary's digital channels, adapting to insights and behaviours of each channel
- Devise and input content for our Google Arts and Culture page, and work with the communications team to launch this during 2020
- Devise and execute segmented e-newsletter campaigns and automation flows that work to promote Turner Contemporary's activity and engage our audiences
- Work across teams, with artists and external agencies to scope and research a digital in-gallery experience related to JMW Turner and his connection with Margate
- Collaborate with the Programme Team to research artists working with digital technology and support digital programming
- Work with colleagues to increase donation income via the website and our digital channels; launch campaigns which work to support fundraising through digital
- Co-ordinate and deliver a programme of activity designed to offer opportunities for digital skills development externally in 2020
- Oversee website user experience and content, ensuring that our website is working to drive conversion and engagement, work with our web developers to regularly review the success of the website
- Work collaboratively to create relevant reporting mechanisms and use analytics tools to report on success of digital content and platforms on a weekly and monthly basis
- Regularly review Adwords and SEO to identify content opportunities, implement PPC and paid for social campaigns in line with content strategy, report on the success and ROI of these initiatives
- Participate in training and development activities as required and assist with the training and development of colleagues
- Carry out all duties in accordance with our Equal Opportunities, Access, Employment, Health and Safety, Data and Inclusion Policies and safeguarding
- Undertake any other duties as reasonably directed
- A certain level of flexibility regarding availability outside normal working hours is required

**NB this job description is provided to assist the post holder to know their principal duties. It may be amended however from time to time in consultation with you, by or on**

# Turner Contemporary

behalf of the Director of Turner Contemporary without change to the level of responsibility appropriate to the grading of the post.

## Person specification

Education, Knowledge and Experience	Essential	Desirable
Educated to degree level or equivalent industry experience		✓
<b>Skills</b>		
Interest in the visual arts and understanding of the mission, aims and objectives and values of Turner Contemporary as well as the wider regeneration of East Kent	✓	
Experience of working for a charity/arts organisation		✓
Strong grasp of the best practices and latest trends in digital news media and storytelling on social platforms	✓	
Experienced and proactive user of a CRM database and e-marketing platforms with knowledge of GDPR	✓	
Demonstrable experience of working to and meeting clear targets	✓	
Experience of project management	✓	
Proficient in Word, Excel, Photoshop, Acrobat and PowerPoint, with basic familiarity with HTML and content management systems.	✓	
Possesses strong knowledge of the latest UI/UX best practices		✓
Strong familiarity social media platforms and analytics tools to benchmark and measure the performance of digital content	✓	✓
Understanding of audience segmentation	✓	
Excellent writing, proofing and editing skills, adapting style to suit audience	✓	
Excellent and demonstrable interpersonal skills with an ability to develop positive working relationships with people at all levels of the organisation and externally	✓	
<b>Behaviours and characteristics</b>		
Highly organised with a proven ability to manage a significant workload	✓	

## Turner Contemporary

A self-starter with the ability to implement new initiatives from start to finish	✓	
Able to meet deadlines and reach targets under pressure	✓	
Able to manage competing priorities and relationships	✓	
Highly analytical with the ability to interpret data	✓	
Excellent team player and communicator with ability to successfully influence and negotiate	✓	
Target and detail driven	✓	
A flexible and adaptable approach	✓	

### Key conditions of service

<b>Location:</b>	Turner Contemporary, Margate, Kent
<b>Salary:</b>	£23,000-£25,000 dependant on experience
<b>Hours:</b>	Full-time 37.5 hours per week Some evening and weekend working
<b>Contract:</b>	Fixed term (1 year)
<b>Leave:</b>	25 days per annum plus bank holidays
<b>Probation:</b>	3 months
<b>Pension:</b>	Turner Contemporary contributes 3% Employee contributes 4%
<b>Staff Discount:</b>	50% discount in the café 25% discount in the gallery shop
<b>Deadline for Applications:</b>	Midnight 08/03/2020
<b>Interviews to be held:</b>	17/03/2020