



Post: Press Officer (focus: New Programmes)
Reference: 8033
Band: Senior Advisory
Department: Press Office
Contract: Permanent
Hours: Full-time
Reporting to: Head of Press
Responsible for: Interns
Location: Millbank, London

Background

The aim of Tate is to increase public awareness, understanding and appreciation of British art from the 16th century to the present day, and of international modern and contemporary art.

The Tate press office is part of the Tate Communications Department. It is a busy and dynamic office, responsible for promoting Tate Britain, Tate Modern and the Tate organisation as a whole to the international, national and regional media, from the smallest regional newspaper to international broadcast organisations.

The Communications Department is responsible for developing and delivering Tate's marketing and communications strategy, building on the current communications and brand strategy to reach key targets and increase revenues. The Department focuses on putting key strategies in place to maximise the impact of Tate programmes and convert the enhanced Tate profile to increase the number and value of relationships across the spectrum, from visitors to major funders.

In the last 15 years, Tate has undergone remarkable development. Tate's reputation has grown dramatically, along with our audiences. More than 6 million people visit the galleries each year and increasing numbers are visiting Tate Online, which had over 8 million unique visits in 2005/6. At the cornerstone of this development is our public programme, which has been rapidly evolving in recent years to respond to changing art practice, the expectations of audiences and changes in society. We have created this new post to promote the diversity of our programme to the broadest audiences, through a wide range of media.

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

Purpose of the Job

The New Programmes Press Officer is responsible for devising and implementing media campaigns for Tate's innovative programme of displays, exhibitions and events that target new audiences for the galleries. Since the launch of Tate Media in 2006, a concerted new programme has been developed and resulted in online projects such as Tate Shots and the family focused arts festival UBS Openings The Long Weekend. This role has been created to promote our varied new programmes and requires an understanding of audiences. This role involves working with

sponsors associated with Tate Media and new programmes. In addition, you will play an important role in ensuring the smooth running of the office and assist in the management of the Intern programme.

Main Activities/ Responsibilities

- Devise and implement proactive and creative campaigns which raise awareness of Tate's new programmes and reach target audiences.
- Project manage several campaigns with different timelines and issues concurrently, meeting deadlines.
- Act as a spokesperson for Tate Media and Tate if necessary working with senior spokespeople and advisors, to respond to any criticism or accusations directed at Tate by the media.
- Develop and maintain positive working relations with journalists who don't normally cover arts subjects to ensure you reach new audiences as well as with critics, correspondents, other media contacts and external individuals or organisations which may benefit Tate.
- Write press releases and other press material and oversee distribution.
- Work closely with exhibition, events and project sponsors, to understand their needs and manage their expectations and to work with them to ensure maximum crediting and exposure of their sponsorship.
- Work closely with the Marketing team and in particular the Marketing Manager for Tate's families, young people and community programmes to ensure maximum impact for communications campaigns.
- Work closely with other Tate departments including the Director's Office at Tate, other departments including Tate Media, Development, Learning, Projects and Estates, Tate Enterprises and Tate Catering.
- Organise and manage press views, trips, briefings and conferences.
- Help manage the Tate Press Office and oversee the work of the Interns and contribute to the smooth running of the office.
- Work closely with the press officers for Tate Britain, Tate Modern, Tate St Ives and Tate Liverpool to ensure harmony of campaigns across the galleries.
- Work closely with PR consultants Bolton and Quinn on corporate issues relating to Tate Modern.
- Any other duties as directed and fitting for this position including the overseeing of Tate Modern or Tate Britain campaigns in the absence of the Tate Press Officers, the supervision of film crews, the sourcing of images and the management of the mailing list.
- Manage the budgets for the press activity for some exhibitions.

Person Specification

Essential

- Demonstrable knowledge of media and journalism, and an interest in the Arts sector.
- Proven experience of relevant press and media work or public relations and of working as a Press Officer.
- Evidence of devising proactive press campaigns and achieving positive press coverage.
- A good network of media contacts.
- Well developed management skills with excellent organisation, planning and problem solving skills.
- A self motivator with the ability to generate ideas and stimulate discussion both internally and externally.
- Ability to think quickly and to command the respect and authority of the press.

- Excellent interpersonal skills with strong verbal/writing ability and experience of writing press releases.
- Proven ability to work flexibly and to manage a large number of varying projects simultaneously and deliver projects on time.
- The ability to present a professional and positive image of Tate.
- Able to work evenings and weekends.

Desirable

- The ability to speak another European language.
- Knowledge of copyright issues.
- Experience of managing budgets.

Pay and Benefits

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. The nature of this role will mean that out of hours working will be required in the evenings and weekends.

Salary

This post is graded in the Senior Advisory Band of Tate’s Pay Bands which is as follows:

Minimum	+1	+2	+3	+4	+5	+6	Target
£24,375	£25,500	£26,625	£27,750	£28,875	£30,000	£31,125	£32,250

An appointment to this post will be made up to £25,500 per annum dependent upon the skills and experience of the successful applicant.

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.

As part of the pay negotiations for the pay award payable from 1 April 2008, we will be undertaking a review of the current pay bands and progression arrangements. In the interim we will continue to use the existing scales for setting starting salaries for new staff and adjusting salaries for existing staff. We will communicate any changes to staff as they are agreed.

Annual Leave

Annual leave is 25 working days per annum rising to 27 working days per annum after three years’ service.

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 offer a choice of two types of pension:

- **nuvos.** This is a high quality, index-linked defined benefit occupational pension scheme that currently has a 3.5% member contribution rate. As your employer we meet the rest of the cost of the scheme.
- **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 different conditions may apply.

Other Discretionary Benefits

- Interest-free Season Ticket Loan.
- Free entry to paying exhibitions at Tate Galleries. Opportunities for family and friends to visit the major exhibitions out-of-hours.
- Discounts in the Tate Restaurants and Cafes and on items purchased in the Tate Bookshops.
- Free access to a number of other galleries and museums throughout the UK on production of a valid staff pass.

Selection

Completed application forms should be returned to:

**Human Resources Department
Tate
Millbank
London SW1P 4RG**

Fax: 0871 5941785

In view of the increasing postal costs and our constant need to make the best possible use of our resources it is our policy to write only to those people who are invited for interview. I am sure that you will appreciate the need for this. If you would like confirmation of receipt of your application please enclose a stamped addressed postcard. If you do not receive an invitation to interview within four weeks of the closing date, regrettably, you should assume that you have not been successful on this occasion.

The closing date for the return of completed application forms is **Friday 23 May 2008 by 5.00 pm.**

Our jobs are like our galleries, open to all.