

Digital Content and Social Media Editor Candidate Pack

Serpentine Galleries

The Serpentine is one of the most widely recognised organisations in the global contemporary art, design and architecture worlds, loved and respected by audiences, artists, donors and friends alike. With the opening in 2013 of a second gallery in Kensington Gardens, the Serpentine Sackler Gallery designed by Zaha Hadid Architects, the Serpentine doubled its exhibition spaces and increased its public, outreach, digital and commercial presence. Now under the leadership of Yana Peel as Chief Executive and Hans Ulrich Obrist as Artistic Director, this unique organisation has entered an exciting new chapter in its 47-year history.

The Role

The Serpentine is an open landscape for art and ideas, bridging two sites and multiple worlds in London's Kensington Gardens. Placing artists at our core and building on a half century of programming excellence, we continue to evolve and experiment, forging connections across disciplines, offering a platform for innovation, and bringing our global audience closer to art. The Serpentine's ambition is to lead digital innovation in the arts by creating and commissioning pioneering digital content, taking a sector-wide role in promoting technological advances, as well as making more of its programme available digitally to a truly diverse global audience.

The Digital Communications team at the Serpentine Galleries is responsible for an interconnected focus on: the core website, in-gallery mobile tours, social media, content generation, and the online shop.

JOB DESCRIPTION

Job Title:	Digital Content and Social Media Editor
Job Purpose:	Lead on an ambitious audience engagement strategy, producing the most engaging, high quality, multi-media content for the Serpentine website, in-gallery mobile tours, and social media channels.
Reports to:	Senior Digital Producer
Liaises with:	Head of Communications; Chief Technology Officer; Programming team, Communications team, and other members of the Serpentine team, as required

MAIN DUTIES

- Produce engaging, high quality, multi-media content (image, video, text) for the Serpentine website and mobile tours.
- Lead on setting down the daily and long-term content plan for the Serpentine website and mobile tours.
- Proof and publish all web content to ensure house and editorial style guidelines are met.
- Upload content to the website and mobile tours via a bespoke content management system (CMS).
- Develop content for and maintain day-to-day activity across all the Serpentine's social media channels.

- Help determine the impact of all the Serpentine's social media outreach; analyse and review effectiveness of organic efforts and paid campaigns to help evolve ongoing social media strategy.
- Work closely with the Communications team, build and manage the Serpentine's community engagement strategy through the Serpentine's social media channels; e-newsletter and other digital communication platforms.
- Generate ideas for how to engage new audiences digitally with the Serpentine's exhibition and events programme with the ability to go from concept to deployment in a short timeframe. Including the ability to monitor, shape and create content based on feedback and analytics.
- Manage external providers to produce the highest quality digital content.
- Monitor, report, and respond to visitor enquiries and feedback.
- Educate and report back information about social media and online reception of the Serpentine's work to other departments.
- Build, develop and maintain collaborative relationships with external professionals, agencies and the public.

PERSON SPECIFICATION

Essential

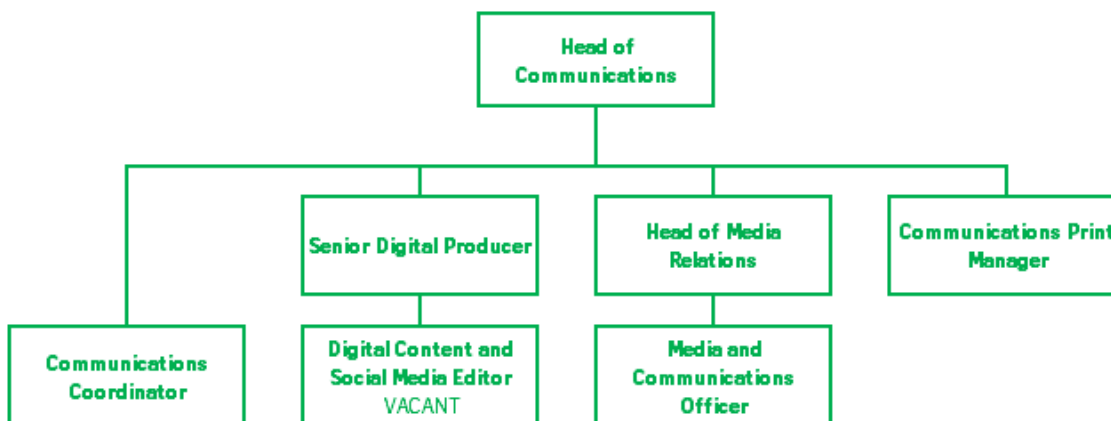
- Degree-educated (or equivalent work history) in art and design, journalism, media or a related discipline.
- At least 2 years' experience working with social media.
- Experience in creating and managing data analytic dashboards.
- Passionate about contemporary art and architecture.
- Excellent communicator with internal and external stakeholders, and the public.
- Track record in establishing, implementing and maintaining an editorial voice online for other organisations.
- Experience of writing and producing text, image and video content for use online.
- Intermediate knowledge of video and image editing software.
- Understanding of online community management and building user participation.

Desired

- Experience of content management systems (CMS).
- Some knowledge of content planning and editorial strategy.

This job description is a guide to the nature of the work required of the *Digital Content and Social Media Editor* and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development which may be required in the future.

REPORTING STRUCTURE



GENERAL INFORMATION

Salary

The salary, on appointment, is competitive based on skills, experience and qualifications.

Hours

The hours of work are Monday to Friday, 10am to 6pm with a one hour unpaid break although the jobholder will be expected, within reason, to work such hours outside these periods as are necessary for the proper fulfilment of the duties described in the Job Description.

Duration of Appointment

This is a permanent appointment.

Annual Leave

The annual leave entitlement is 22 days per annum pro rata rising to 27 days after 5 years' service. In addition, staff receive 8 Bank Holidays per annum.

Probation

All appointments are subject to a three month probationary period if contract duration permits.

Pension

Participation in the Serpentine's pension scheme, where employee contributions are matched up to a maximum 3% upon successful completion of the probationary period.

Other Benefits

Other benefits are available upon successful completion of the probationary period.

Closing Date

The closing date for completed applications is **Friday 18 August 2017**.