

**HEAD OF CONTENT**  
**Candidate Pack**

**The Serpentine Galleries**

The Serpentine inspires the widest audiences with the ideas of our time by championing the possibilities of art, architecture and design. Presenting pioneering exhibitions for almost half a century, we provide an open platform for experimentation and challenge expectations of where art can be encountered and by whom.

As one of the most visited art institutions in the UK and the world, we have a strong cross-disciplinary purpose and are committed to presenting the best in contemporary creative practice. We are pioneers in sector-leading learning, outreach, digital and live programmes. Actively re-imagining our galleries for the 21st century, we are working to engage the broadest most diverse audiences globally using the power of digital innovation. Connecting to communities across London and internationally is central to all that we do.

**The Role**

We are looking for a creative, highly articulate, Head of Content to tell the continuing story of the Serpentine as we reach our first half-Century. You are an expert at reaching and engaging diverse audiences, distilling clear and compelling stories and creating excellent content across multi-channels. This is a rare opportunity to join an extraordinary team, inspiring and engaging the widest audiences with the best of contemporary art, architecture, live and digital programming in a fast-changing media landscape.

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**JOB DESCRIPTION**

<b>Job Title:</b>	Head of Content
<b>Department:</b>	Communications
<b>Main Purpose of the Job:</b>	Lead in creating and publishing content which appeals to broad and diverse audiences which supports the Serpentine's business and audience aims
<b>Reports To:</b>	Head of Communications
<b>Direct Reports:</b>	Digital Content and Social Media Editor
<b>Liaises with:</b>	All levels of contact, internal and external

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**MAIN DUTIES:**

- Lead and inspire the team to create and deliver engaging content – copy, video and imagery - across multiple platforms which supports audience growth and commercial targets.

- Collaborate with colleagues to ensure that digital activity is fully integrated with key messages, campaigns and initiatives.
- Identify and act on opportunities to develop digital activity in ways which support business objectives for audience development and commercial growth.
- Own and develop standards, systems and best practices for content creation, communication, distribution and analytics.
- Commission content with third parties, such as brand and media partners.
- Create engaging editorial copy for print media publications.
- Draft copy for internal communications and pitches where required.
- Collaborate with Communications colleagues to ensure content is successfully promoted and distributed through the Serpentine website, the Bloomberg Mobile Tours App, social media, email, press and partnerships.
- Work with Development colleagues to support and deliver projects with corporate partners.
- Ensure all our content is high quality, on-brand, inclusive, and uses appropriate tone of voice and language.
- Ensure our content is optimised for search, user experience and accessibility across all our digital channels.
- Work with digital producers and agencies to continue developing the website's form and function to present content in ways which engage and delight all our target audiences.

#### **Other Duties:**

- Any other activities as are necessary for the smooth operation of the Team and Service.

*This job description is a guide to the nature of the work required of a Head of Content 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.*

#### **PERSON SPECIFICATION**

- Proven track record of leading creative projects and managing budgets.
- Strong editorial skills and the ability to write engaging copy.
- Experience of working with and commissioning content for digital media, including video.
- Experience of managing social media platforms and channels.
- Experience of operating within a complex organisation.
- Experience of working creatively with external organisations and partners.
- Able to translate business goals into the creation of meaningful content for target audiences.
- Excellent interpersonal communication skills, with a track record of working collaboratively with colleagues at all levels.
- Strong people management skills and the ability to lead, motivate and develop a team.
- Well organised, able to prioritise workload and work well under pressure.
- A good understanding of current web technologies and what is possible within a digital environment.
- Understanding of accessibility issues for websites, including the W3C accessibility standards and website best practice.
  - Extensive contacts in print, digital and broadcast media and confidence across digital platforms/social media.
  - Resilient under pressure and capable of managing competing priorities effectively.
  - Ability to work proactively, collaboratively and flexibly as part of a team.
  - Organised, disciplined and detail orientated.
  - Ability to multi-task, set priorities and meet deadlines, pro-actively resolve workload conflict issues.
  - Able to think and act creatively and to implement pragmatic solutions.
  - Proactive, diplomatic and dynamic approach.

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## **GENERAL INFORMATION**

### **Salary**

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

### **Hours**

Normal office hours 10.00am to 6.00pm Monday to Friday.

The jobholder is expected, within reason, to work such hours outside these periods as are necessary for the proper fulfilment of the role.

### **Duration of Appointment**

Permanent

### **Probation**

Appointments are subject to a probationary period.

### **Annual Leave**

The annual leave entitlement is 25 days per annum rising to 30 days after 5 years' service. In addition, staff receive 8 Bank Holidays per annum.

### **Pension**

Participation in the Serpentine's auto-enrolment pension scheme.

### **Other Benefits**

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

### **Closing Date**

The closing date for applications is **Midnight Tuesday 28 May 2019**.

Interviews are likely to be held week commencing 10 June 2019.