



Senior Digital Engagement Producer

Full-time and Permanent

Salary £34,605 - £37,846 per annum

Plus generous benefits package

Hybrid/ flexible working

About the role

We have a rare opportunity for a Senior Digital Engagement Producer to join our team at a very exciting time. We are looking for a passionate, revelatory storyteller to design and deliver engaging online content. Your stories will encourage everyone to discover and be inspired by the amazing ARTIST ROOMS collection and exhibition programme.

You must already have substantial experience in public-facing digital technologies, media and video production, digital storytelling, or related field. You will have excellent written and verbal communications skills with a sharp eye for detail and linguistic nuance. You will be an integral part of a team but also work autonomously.

Whilst this role's focus is creating content for audience engagement it's also about collaboration, project management and problem solving. You'll be confident managing relationships with a range of key stakeholders including the ARTIST ROOMS team, the galleries, Tate colleagues and partner organisations.

About ARTIST ROOMS

ARTIST ROOMS is a touring collection of international modern and contemporary art jointly owned by National Galleries of Scotland and Tate. The collection is presented through a national programme reaching and engaging audiences across the UK. After more than a decade of touring, over 50 million people have visited some 200 ARTIST ROOMS exhibitions shown in museums and galleries across the UK, from Penzance to the Hebrides, and from Belfast to Llandudno.

We are now in an exciting phase which will see the collection continue to grow and diversify and shared through new collaborations and co-produced projects. New touring initiatives will enable the national collections to be shared in different ways, from single-venue exhibitions to multi-site touring packages. Our partnership programme engages with large and small organisations in very different contexts, recognising their different capacities and the needs of their audiences. We look for the impact that imaginative collaborations can have on individuals, communities and organisations, and how these enrich the work of National Galleries Scotland and Tate.

About the ARTIST ROOMS team

The ARTIST ROOMS team initiate and deliver partnership projects, working with and alongside partner organisations to support all aspects of exhibition planning and delivery, and the development of creative

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learning and digital engagement programmes. Through the public programmes developed with and for local audiences, we aim to support wider enjoyment and deeper engagement with contemporary art and inspire the next generation, giving young people the chance to get involved in creative projects, discover more about art and artists, and learn new skills. You will play a key role in designing and delivering a programme of digital engagement that facilitates and enhances this engagement.

You can find further information about ARTIST ROOMS on the Tate and NGS websites: www.tate.org.uk and www.nationalgalleries.org

The difference you'll make

ARTIST ROOMS is managed by a programme team based across Tate and National Galleries Scotland. Overall, you'll report to the Senior Curator (ARTIST ROOMS), who is primarily based at Tate and heads the project team responsible for the national programme of exhibitions and managing the care of the shared collection. However, your manager will be the Digital Content Manager from National Galleries Scotland and you'll primarily be based in Edinburgh.

Your main responsibilities will be to:

- Design and deliver the ARTIST ROOMS digital engagement programme which is responsive to the requirements of target audiences.
- Produce, commission and maintain online content and digital interpretation and multimedia production, ensuring accuracy and attention to detail.
- Identify and use a range of formats and relevant digital and online platforms to reach target audiences, including on NGS and Tate websites and social media channels.
- Ensure digital content is accessible, inclusive and meets best practice.
- Procure, appoint and manage creators, designers and external contractors on production of commissioned content.
- Oversee the sharing, publishing and scheduling of online content and digital interpretation, working with colleagues in the ARTIST ROOMS team, across NGS and Tate, and with partner organisations.
- Closely collaborate with colleagues at ARTIST ROOMS partner galleries and museums, finding opportunities for co-production, exchange and learning around digital engagement, providing support where needed.
- Collaborate with the team and across NGS and Tate teams to ensure that content is optimised and promoted to target audiences.
- Represent ARTIST ROOMS, NGS and Tate, at sector-wide events relating to digital engagement.
- Provide reports and evaluate digital engagement initiatives for a range of stakeholders.
- Manage budgets for ARTIST ROOMS digital content programme.

Who we are looking for

To succeed in this role, you'll need the following range of knowledge, skills, and experience:

- Educated to degree level, or equivalent in digital media production, visual or moving image arts, or equivalent qualification.
- Fluent in new developments in digital storytelling, technologies, and delivery.
- Experience of reaching and engaging with audiences through digital storytelling and content.
- Strong interpersonal skills with a collaborative attitude and understanding of the issues involved in working in partnership.

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- Technical expertise with media editing tools and software, such as Premier, Final Cut Pro, Adobe Creative Suite, and Microsoft Office Suite.
- Substantial experience in public-facing digital technologies, media and video production, digital storytelling, or related field.
- Strong creative and editorial skills; impeccable writing, editing, and proofreading skills.
- Good organisational and time management skills.
- Ability to plan and work on own initiative.
- Experience of asset management and CMS administration.
- Knowledge of search engine optimization and accessibility.
- An interest in and commitment to the work of NGS and Tate.

It would also be great if you have:

- Knowledge of the ARTIST ROOMS collection and programme.
- Familiarity of copyright and licensing procedures and negotiation requirements.
- Knowledge of best practices in design thinking, information architecture and user experience.
- Familiar with commitments relating to equality, diversity and inclusion.

We are National Galleries of Scotland

Our three Edinburgh galleries are the National, Modern and Portrait. We house and look after Scotland's amazing world-class art collection – one of the finest in the world. Step inside and explore treasures from Botticelli and Titian to the very best modern art to contemporary portraits of pop culture icons. And, as you'd expect, the world's greatest collection of Scottish art, our national collection. We also have an outstanding collection of Western art from the late Middle Ages to the present day.

We're a space for thinking, dreaming, doing, and playing. Soak up the art. Meet friends in the cafés. Have a family picnic surrounded by the sculptures in the Modern grounds. Be inspired by our amazing art films. Choose your own experience. There is no one way to enjoy Scotland's national collection. We are yours to discover.

As well as displaying our art at our three Edinburgh sites, we also share it through an active programme of partnership across Scotland, the rest of the UK and abroad, as well as online.

We conserve and research our collections and we are committed to reaching the widest possible audience through our ambitious plans. Visitor numbers to our sites in Edinburgh totalled an average of 2.5m visitors a year in the years prior to the global pandemic.

What's important to us

We make art work for everyone. That's our purpose and it drives everything we do. This is an exciting time for us, as we move forward with our engaging strategic vision: Art for Scotland: Inspiration for the World.

We're putting our audience at the heart of what we do. Matching Scotland's rich collection, our expertise and creativity with the needs and wants of our visitors. Finding new ways to connect with more people and create an innovative, inclusive organisation that can meet the challenges of our ever-evolving world.

We're committed to looking at how we operate as well as how we engage our audiences. We will play our part in tackling the Climate Emergency, and we're embedding Equality, Diversity, and Inclusion (EDI) in the way we work. We want everyone to feel a sense of belonging and freedom to be themselves at work or at play with us.

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What's on offer for you

Our colleagues will tell you great things about working here. We aim to ensure the National Galleries of Scotland is a great place to work, where our people thrive in a culture where we are trusted, empowered, and engaged to achieve our true potential. We offer a range of benefits to promote healthy working lifestyles for all our colleagues. Details specific to this role are:

Salary

£34,605 - £37,846 per annum. Starting salaries will normally be at the minimum rate depending on experience.

Hours

35 hours per week excluding a one-hour unpaid lunch break each day. We're also committed to supporting flexible working options for everyone which includes flexible working, working remotely and flexitime policies.

Holidays

When you first join, you'll get 36.5 days holidays per year (including public and privilege holidays). After 5 years your annual leave will increase to 41.5 days.

Where you'll be based

You will be based at Modern One, 75 Belford Road, Edinburgh, EH4 3DR where free car parking is available on site. You'll also work across all of our Galleries based in the heart of Edinburgh - the National, Portrait, and Modern (One and Two). You will be required to travel to London and some additional travel to partner organisations within the UK. Initially you will travel to London regularly to build relationships with the team. This will reduce to occasional travel (approximately once a quarter) or as required. Reasonable travel and accommodation expenses will be paid.

Pension

We are a [Civil Service Pension](#) employer. You get to choose if you want a defined benefit or stakeholder pension. The benefits of joining the scheme include [generous employer contributions](#) to your future pension, life assurance, and options to increase your pension. If you join the alpha Civil Service pension scheme our contribution will be 28.97% for this role.

Other benefits

Family friendly working policies, free or discounted entry to various visitor attractions, staff discount at our shops and cafés, Cycle to Work Scheme, wellbeing support and services including our Employee Assistance Programme.

The closing date for completed applications is 09.00 a.m. on Tuesday, 17 September 2024.

Please note that the successful candidate will be subject to Basic Disclosure Scotland security clearance.

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