



Job description

Job title	Digital Product Manager
Department	Digital
Contract	Permanent
Salary	£40,000 per annum
Hours	Full-time, 36 hours per week
Location	Millbank
Reporting to	Senior Product and UX Manager

Background

Tate's vision is to serve as artistically adventurous and culturally inclusive art museums for the UK and the world. We deliver this through activities in our four galleries across the UK (Tate Liverpool, Tate St Ives, Tate Britain and Tate Modern), our digital platforms and collaborations with our national and international partners. At the heart of Tate is our collection of art, which includes the national collection of British art from the 16th century to the present day, and international modern and contemporary art from 1900 to the present day, spanning all continents. We seek to expand access to the collection and deepen understanding of art in all its diversity.

Tate is a leading global institution, and we influence critical thinking about art practice. Tate is committed to maintaining free entry for audiences to our collections. We see access to art for everyone as a universal human right and we see our galleries as sites of creative learning. We want to champion the importance of making art and encourage people to explore the many ways in which art is created and develop their own creative potential.

We want to welcome audiences that better reflect the towns and cities in our nation and attract a diverse international public. Our reach is already powerful. We intend to increase its impact across society, with art that resonates around the world.

Everyone who works at Tate has a role to play in achieving these goals. We offer exciting work built around our love for art, and have a strong commitment to equality, diversity and inclusion, with the aim to have our workforce and audience as diverse as the communities we serve. And everything we do is only possible thanks to our fantastic colleagues, who really know their stuff, support each other and want to do the best for our audiences.

We hope you will consider joining our team.

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

About the role

This is an exciting opportunity to shape outstanding end-to-end digital experiences that connect millions of people with Tate and its collection. As a Digital Product Manager, you will ensure our digital products are evidence-led, user-centred, and aligned with Tate's mission and goals.

You will work with colleagues across Tate and external partners to identify opportunities and pain points, translate stakeholder needs into actionable product requirements, and champion user stories from discovery through to delivery. You will be accountable for meeting engagement and conversion KPIs while ensuring Tate's digital platforms remain accessible, inclusive, and impactful.

The role requires strong collaboration with teams across Audiences, Tate Enterprises, Curatorial, Technology and beyond. You will manage product backlogs, prioritise features, and work closely with developers, designers, and analysts to deliver measurable improvements. Above all, you will play a key part in shaping digital experiences that make art accessible, meaningful, and inspiring for everyone.

About your team

Working across a range of digital platforms, including the Tate website, Tate Digital is responsible for designing and delivering Tate's digital experiences. The department plays a central role in shaping Tate's digital strategy, ensuring our platforms are innovative, inclusive, and impactful. We operate across the organisation, realising objectives from multiple departments and balancing these against the needs of our visitors and audiences.

The Digital department is made up of Product Management and Design, Development and Engineering, and Content Design. Together, we manage and evolve Tate's digital products, improve accessibility, deepen engagement with the collection, and create compelling onward journeys to tickets, shop, Membership and the galleries. Additionally, the Digital department also includes our Content Production team who create rich, inspiring content about art in our collection and exhibition programme, helping to reach new, broad, and more diverse audiences, especially those who are new to art.

You'll be part of a smart, supportive, and caring cross-disciplinary team who are passionate about using technology to make art accessible to everyone. We value experimentation, collaboration, and continuous learning. We're agile-ish.

What you will gain

In this role, you'll develop your skills as a digital leader — shaping products that balance creativity, accessibility and commercial impact. You'll gain experience working across disciplines and learn how digital innovation supports one of the world's leading art organisations.

What you will do (Main Duties and Responsibilities)

- Manage products aligned to Tate’s digital roadmap across their full lifecycle— from ideation and discovery through release, QA/UAT testing, and continuous improvement.
- Gain a deep understanding of audience and user needs across digital journeys, identifying opportunities for improvement, innovation, inclusive design, onward journeys and conversion.
- Define, track and analyse engagement and conversion KPIs, using data, analytics, A/B testing and CRO experiments to guide decision-making and evidence impact.
- Plan and facilitate user research and usability testing to inform product development and strategy.
- Manage and communicate product backlogs, collaborating with colleagues across Tate to scope and deliver new and existing products.
- Work closely with developers, designers and analysts to ensure timely, high-quality delivery.
- Build effective relationships with stakeholders across Tate, ensuring alignment between product priorities, organisational goals, and audience needs.
- Act as a product advocate, building awareness and understanding across digital and non-digital teams.
- Contribute to Tate’s long-term digital strategy, helping to shape future priorities and direction.

What you will bring to the team

- Proven experience in product management or a related role, with the ability to turn organisational goals into actionable product plans that deliver against KPIs.
- Strong grounding in user-centred design methodologies (ideally including workshop facilitation) and the use of data and research insights to guide prioritisation and decision-making.
- Commitment to equality, diversity and inclusion, with the skills to design and deliver accessible digital experiences for broad and varied audiences.
- Excellent communication skills, with a collaborative and adaptable style across technical and non-technical teams.
- Ability to manage stakeholders effectively, balancing different needs and building alignment across teams.
- Strong organisational and project management skills, able to handle multiple priorities in a fast-paced environment (e.g. using Trello, Asana, Jira).
- Curiosity about technology and how digital systems integrate and evolve, combined with a commitment to continuous learning, creativity, and inclusive approaches to planning.
- An active interest in, and commitment to, Tate’s mission and work.

The requirements listed here are guidelines, not hard and fast rules. You don’t have to satisfy every requirement, and we welcome candidates who bring transferable skills. Applying gives you the opportunity to be considered.

Tate for all

Diversity and Inclusion

Our jobs are like our galleries, open to all.

Our aim is to become a truly inclusive organisation with a workforce and audience as diverse as the communities we serve. This is fundamental to Tate's future success and our ability to continue to contribute to culture and society in the UK.

We want our workforce to be more representative of all sections of society at all levels in the organisation. The range of perspectives and experience diversity brings is an asset to our organisation and we want to create an inclusive, welcoming environment for visitors, artists and all those who work at Tate. Tate expects all employees to contribute to this aim as part of their role. More information about diversity and inclusion at Tate can be found on our [website](#).

Our Values

- **Open:** we're welcoming, generous-spirited and inquisitive, with an open-source attitude that thrives on collaboration.
- **Bold:** we have the courage of our convictions, we're willing to take imaginative risks: we aren't afraid of failure - so long as we learn from it.
- **Rigorous:** we'll win people's trust if we're accountable for our actions and excellence underpins everything we do.
- **Kind:** we value and respect each other, our partners, and our visitors, striving to make every encounter memorable and enriching.

Employee Benefits

- Birthdays off each year
- 25 days leave per year, rising to 27 (pro rata for part time colleagues).
- A pension scheme with generous employer contributions.
- Life Assurance and Income Protection for DC scheme members.
- Interest-free Season Ticket Loan.
- Cycle to Work scheme – enabling you to buy a bike in a tax efficient way, for travelling to and from work.
- Rental deposit scheme – an interest free advance to help towards the cost of a deposit for privately rented accommodation
- Discounts in the Tate Restaurants and Cafes.
- Access to Tate Benefits which offers access to discounts in high street stores.
- Access to a 24/7 Employee Assistance Programme to support you with any work, personal or family issues. This includes telephone-based support, as well as comprehensive online resources.
- Free entry to paying exhibitions at Tate Galleries. Opportunities for family and friends to visit the major exhibitions out-of-hours.
- Discounts on items purchased in the Tate shops.
- Free access to a number of other galleries and museums throughout the UK on production of a valid staff pass.

- Free access to other galleries and museums abroad through the International Council of Museums (ICOM) membership

Safer Recruitment

Tate is committed to providing a safe environment for all those who work at Tate and all those who come into contact with Tate as visitors to the galleries, as participants in Tate activities, and online. The safe recruitment of all those who undertake work on behalf of Tate is the first step to ensuring that we are fulfilling this commitment.

All positions at Tate are offered subject to the following conditions:

- Receipt of satisfactory references covering the last **3 years** of your employment or education.
- Health clearance
- A satisfactory Disclosure Check.
- Proof that you are legally entitled to work in the UK

You can find out more information about our pre-employment checks and what they mean for you in our 'Guidance Notes for Applicants' document.

How to apply

Our opportunities are open for you to apply online. Please visit:

www.tate.org.uk/about/workingattate/ to create an account by registering your details or, if you are an existing user, log into your account.

For all opportunities we ask candidates to complete an online application form for the vacancy they are interested in. If you need an application form in an alternative format please call us on 020 7887 4997. Once you have submitted your application you can keep track of its progress by logging into your account.

The closing date for the submission of completed application forms is 11 November 2025 by midnight. Interviews will be held on 21 November – 27 November.

Where vacancies attract large volumes of applicants, we reserve the right to close this vacancy early. Therefore, if you are interested, please try to submit your application as early as possible.

