



## **Job description**

<b>Job title</b>	Creative Lead
<b>Department</b>	Design Studio
<b>Contract</b>	Permanent
<b>Salary</b>	£52,000 per annum
<b>Hours</b>	Full-time, 36 hours per week
<b>Location</b>	Tate Britain, Millbank, London, Tate Modern, Bankside, London, and other sites, as required.
<b>Reporting to</b>	Head of Design
<b>Responsible for</b>	Senior Designers and wider creative team

## **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](http://www.tate.org.uk).

## About the role

To lead and oversee the design and creative direction of the Design Studio, alongside the Head of Design and working closely with the Senior Design Manager and Design Studio Manager. Ensuring the timely delivery of brand aligned and commercially successful campaigns, across areas such as: OOH, Digital, On-site, Marketing, Exhibition and Display graphics and Publications. You will lead, empower, and inspire your teams and wider stakeholders to deliver high-quality, innovative and audience centred design solutions, which are consistently implemented across our brands touchpoints. Everything you do will align with our business objectives, culminating in impactful and meaningful creative that engages audiences to experience all that Tate has to offer.

While this role supports blended working, there is an expectation of continuous on-site presence in order to lead the team and successfully fulfil responsibilities.

## About your team

Tate Design Studio works across all of Tate. The Studio works to create intelligent, original, beautifully executed design that upholds Tate's reputation as a leader in the visual arts and helps us to attract, retain, communicate with, and delight audiences.

The Design Studio is part of the Audiences & Innovation Division which brings together Tate's public facing teams to drive audience reach, reputation, and revenue. The Studio manages design, print production, onsite communications, and many elements of digital production for all four Tate galleries and subsidiary companies.

Design work includes every touchpoint with audiences – including advertising creative, digital design, exhibition, and experiential graphics, Tate Etc. magazine and corporate publications, on-site signage and wayfinding, visitor resources, restaurant and café identities, corporate communications, and some commercial merchandise.

## What you will gain

People make places, and you will be working with an intelligent, passionate, and fun group of creatives. You will be working for a global brand, with huge aspirations - bringing your skills and experience to some of the world's most amazing art and experiences, in and across our extraordinary buildings and online.

Working in house gives you the opportunity to see projects through from concept to completion and build an outstanding team culture, fostering a stronger connection to the brand and its success.

## What you will do (Main Duties and Responsibilities)

### Management

- Lead a team of creatives and manage the creative process, review and give feedback on the development of design, guide the conceptual and visual direction and communicate a vision to ensure high quality output.
- Design and produce creative solutions for marketing campaigns and digital media, including animated trailers from concept through to final cut; liaise with music

licensing and stock footage companies to source and approve footage; online advertising for digital takeovers; specialist media and web banners; digital out-of-home content screens and onsite screen content; exhibition and display graphics and inside the galleries, and brand communication. And execute the work across a wide range of assets and supervise production to the highest standards.

- Work with the Head of Design, Senior Design Manager and Design Studio Manager to manage the team across all aspects including recruitment, work allocation, training, and development.
- Work with the senior team to establish, embed, and optimise strong systems and processes for studio management across planning, project allocation, project management, budget management, and print production.
- Take briefs directly from a wide range of Tate clients, as well as from the Head of Design and Design Studio Manager, pitch ideas confidently and articulate creative rationale with clarity.
- Act as brand guardian for Tate's visual identity across all touchpoints.
- Work alongside the Head of Design to develop and implement the brand and position it across every touch point.
- Liaise with external suppliers (printers and contractors) in supply of artwork and approval of proofs alongside the Senior Design Manager and Studio Manager.
- Art direct the creative output of other designers, and photographers (Tate or freelance).
- Support the Senior Design Manager on project management and delivery of workstreams from conception to completion.
- Build relationships and work closely with all departments across Tate to ensure design is on brief, compliant with guidelines and to the highest standard.
- Support the integration of partner and sponsor accreditation in Tate's communications, collaborating with the Tate Development department as appropriate.
- Act as the General Data Protection Regulation Champion for the Design Studio.

### Leadership

- Provide excellent leadership, developing a high-performing team with high levels of employee engagement, creativity, and productivity.
- Direct and work collaboratively to foster a culture of creativity and continuous learning, sharing examples of creative inspiration and best practice.
- Lead and line-manage senior designers, including performance reviews, mentoring, recruitment, induction, setting clear expectations, performance management, employee engagement, training, and personal development.
- Oversee allocation of work across the department, working effectively with colleagues and implementing effective review processes.
- Act as a key part of the senior leadership team for the Design Studio to support strategic development, working in partnership with the Head of Design, Senior Design Manager, and Design Studio Manager.
- Develop strong stakeholder relationships across the organisation with key internal stakeholders to influence and implement world-class design solutions, enabling an engaging, inclusive, and commercially successful audience experience.
- Implement training and development initiatives across the department.
- Support the Head of Design with recruitment processes, training, and development.
- Deputise for the Head of Design when required.

## What you will bring to the team

### Leadership

- Significant leadership experience within a busy design studio to deliver consistently outstanding design work, gained within a design agency or for major creative brands.
- Significant experience of leading and developing a high performing and engaged team.
- Extensive experience of graphic design, advertising creative and digital design at a creative lead level.
- Proven ability to support, collaborate and work well with others to engender a sense of teamwork and common purpose.
- Positive and proactive approach, with the ability to problem solve and take teams on a journey.
- Ability to work under pressure, identifying problems and finding solutions.
- Understanding of the principles of equality and diversity and the ability to apply and promote these in practice at work.
- A strong interest in, and commitment to, the work of Tate.

### Professional experience

- Significant experience of designing, implementing, and managing effective digital and animation work including film editing, gained within a design agency or for major creative brands.
- Strong conceptual skills with a proven creative approach and track record of designing highly creative work across digital and print platforms.
- An excellent eye for detail and strong typographic skills along with good understanding of print production and repro processes.
- Ability to interpret design briefs in a conceptual and creative way, within brand guidelines.
- Entrepreneurial, proactive, and self-motivated, with a demonstrable desire to succeed and achieve results in a fast-paced environment.
- Excellent organisation, planning and administrative skills, with ability to prioritise and coordinate multiple activities to meet deadlines and to budget.
- Proven track record to deliver motion design projects as well as static graphics with knowledge of Adobe Premier, After Effects, Cinema 4D, Animate CC.
- Understanding and ability to translate the benefits of emerging technologies and AI, for the benefit of the studio.
- Significant knowledge and awareness of Rich Media advertising and various formats, technology trends, and demonstrable understanding of industry standard specifications, for example codec, bit rate and file formats,
- Significant knowledge of design software, including Adobe Creative Suite (CC) in particular InDesign, Illustrator, Photoshop; MS Office knowledge also required.
- Significant experience of working with visual identities using established brand guidelines.
- A degree in graphic design or equivalent experience.

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.

### 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
- 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/](http://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 8 September 2025 by midnight.

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.

