

## **Purpose of the Job**

The Tate Kids Editor will be responsible for the development and maintenance of Tate Kids, a new section of Tate Online which will be a dynamic, interactive online space for children to explore art-making, play, share their online creations and learn about art. The editor will develop a strategy for Tate Kids to ensure its appeal to an international audience of children. They will commission new content, write and edit content and administrate the Tate Kids site. The position will be based within the Tate Online department and will report to the Online Learning Editor. The post holder will also collaborate with artists and Tate curators at each of the four galleries.

## **Main Activities/Responsibilities**

- Develop a strategy for the Tate Kids site that fits in with the wider Tate e-learning strategy.
- Lead on the development of the new Tate Kids site, this will require you to project manage, produce, oversee and quality control a range of new content for the Tate Kids site.
- Commission multimedia content and brief designers on the creation of material for the site.
- Collaborate with artists and Tate curators to produce new content for the Tate Kids site.
- Write new content and update, moderate and edit existing content for Tate Kids.
- Conduct focus groups with children to feed into the design of the Tate Kids site.
- Develop and maintain suitable partnerships for the development and distribution of Tate Kids materials.
- Work with freelancers from both technical and non-technical backgrounds to develop content for the Tate Kids site.
- Follow internal guidelines to ensure best practice in the development of new content for Tate Kids.
- Work with the Marketing and Press teams to publicise Tate Kids activities and resources.
- Liaise with BT on general developments and look for specific opportunities to capitalise on the existing partnership.
- Work with the Development team to secure further funds for Tate Kids activities.