

SLG

APPLICATION PACK FOR DIGITAL COMMUNICATIONS MANAGER

Closing date:
Thursday 30 April 2026, 12pm



Christina Kimeze, *Between Wood and Wheel*, 2025. Photo Andy Stagg



Leonardo Drew: Ubiquity II, South London Gallery, 2025. Photo: Andy Stagg

HOW TO APPLY

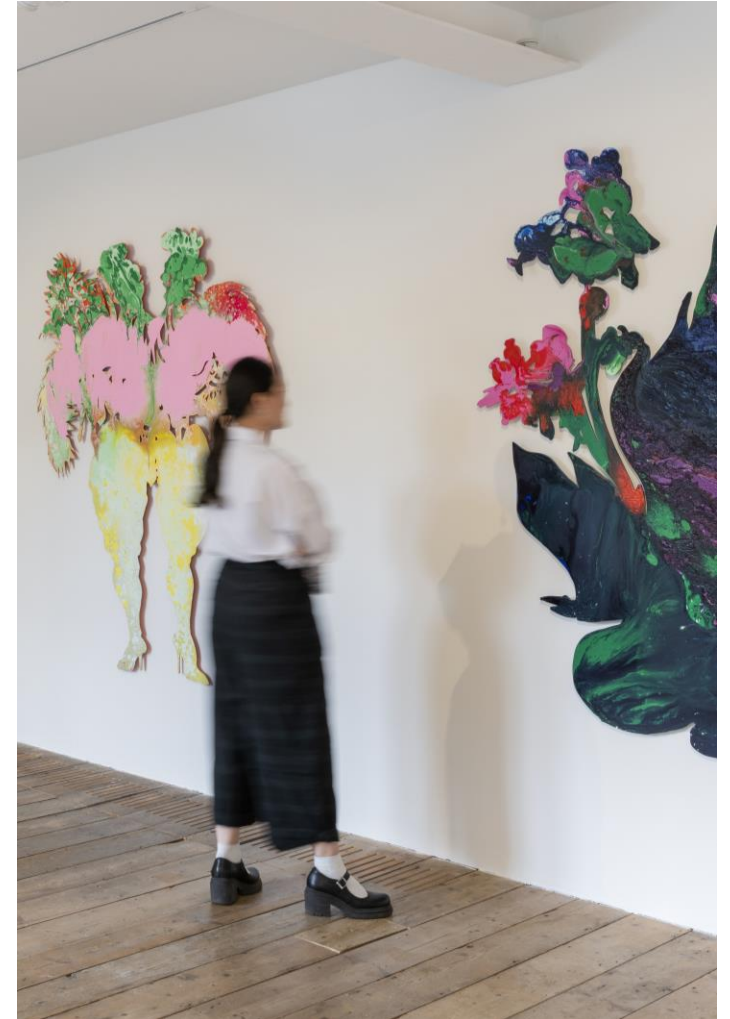
1. Please **visit** <https://www.southlondongallery.org/jobs/> to download an Applicant Details Form and Application Form.
2. Please **email both completed forms to:** recruitment@southlondongallery.org
3. Please also complete the anonymous, online equal opportunities monitoring form here: <https://www.surveymonkey.com/r/LBQBG52>

The closing date for applications is **Thursday 30 April, 12pm**. Applications received after that time cannot be considered.

An online information session about the role will take place on **Tuesday 21 April, 6pm**. To register, please visit this [link](#).

If you have any queries regarding the process or the role please contact Craig Jones, HR Manager on 020 7703 6120 or at recruitment@southlondongallery.org

April 2026: Digital Communications Manager



Firelei Báez: Sueño de la Madrugada (A Midnight's Dream), 2024.
Photo: Above Ground



SOUTH LONDON GALLERY
ART EVENTS
CAFÉ
SHOP
GARDENS
FREE ENTRY

THE SS MORE EWARDS
SOUTH LONDON ART GALLERY
157-159 AUSTIN STREET

LACOS
5 HILL
AND 3 FEET PILGRIM

COFFEE
FOOD
ITALY

ABOUT THE SOUTH LONDON GALLERY

April 2026: Digital Communications Manager

ABOUT

The South London Gallery (SLG) is a locally, nationally and internationally recognised centre for contemporary art with an acclaimed and award-winning education programme.

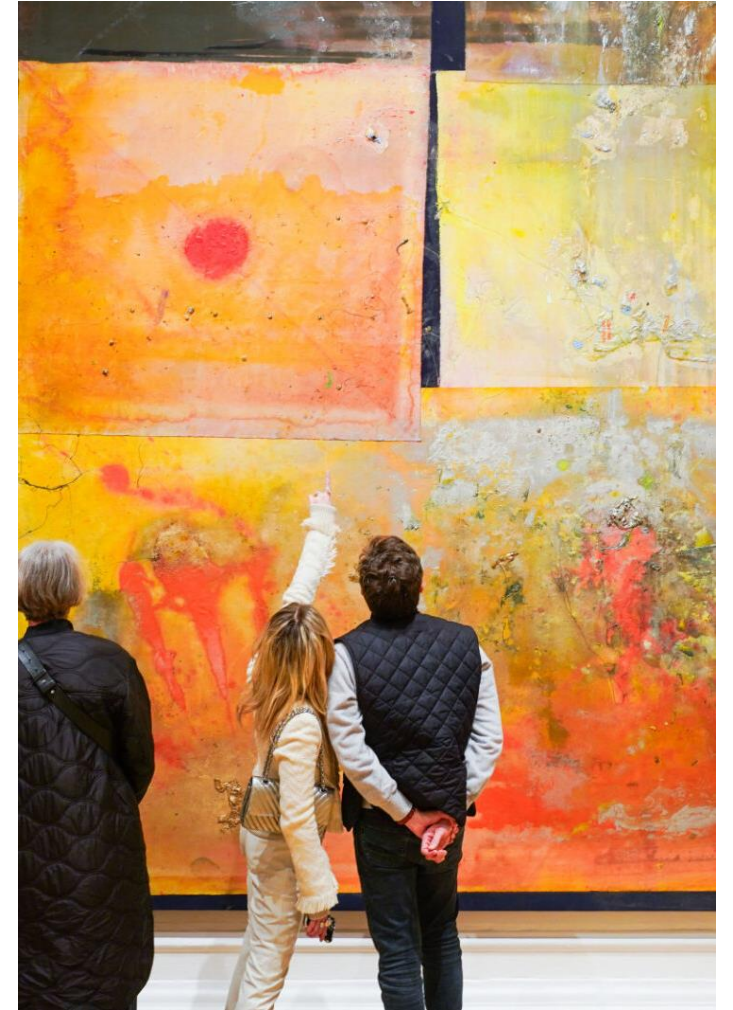
EDI

Founded in 1891 as a purpose-built gallery, the original site has expanded to include the Clore Studio and a café (since 2010); an artist-designed garden (opened in 2016); the Fire Station (opened in 2018); and Art Block, a space for local children and families on Sceaux Gardens estate.

WHY SLG

JOB DETAILS

CANDIDATE



Frank Bowling, Skid, 2024. South London Gallery, Photo: George Groves.

ABOUT THE SOUTH LONDON GALLERY

“The gallery has a rigorous international programme, but still feels very local. It is very much about the area and the people that live around it.”

Ryan Gander, Artist

The year-round exhibitions programme showcases the best in international contemporary art, complemented by an events programme for people of all ages and interests. The gallery’s emphasis is on presenting new work by British and international artists, often by those who have rarely or never had a solo show in a London institution. Group shows bring together works by established and lesser-known British and international artists, whilst an ongoing residency programme provides opportunities for artists to develop new work and exhibit at the SLG.

April 2026: Digital Communications Manager



South London Gallery, Photo: Andy Stagg.



THE PASSMORE EDWARDS
SOUTH LONDON ART GALLERY
AND TECHNICAL INSTITUTE

SWIFT

LAGOS, PECKHAM, REPTON
5 JUL - 29 OCT 2023

EQUITY, DIVERSITY AND INCLUSION

We particularly encourage and welcome applications from people from backgrounds which are underrepresented in museums and galleries, including people from low-income backgrounds, people from Black, Asian and ethnically diverse backgrounds and disabled people.

The SLG **fosters varied perspectives and experiences**, encouraging open conversations and active listening practices. We believe everybody is entitled to **feel welcome and safe** at the SLG and confident to express their authentic selves. We are committed to achieving diversity across our staff, board, programmes and audiences, to reflect society.

We aim to create a working environment that enables us to challenge structures and practices, to ensure that diversity is at the forefront of our organisation. We strive to be **fully inclusive and to proactively counter discrimination**.

April 2026: Digital Communications Manager

After interviews, if it is necessary to select between candidates of equal merit, where known, we may select a candidate from a group that is underrepresented within our workforce.



Emerging Conversations, 2025. South London Gallery. Photo: Betty Zapata

WHY WORK AT THE SLG

April 2026: Digital Communications Manager

1. Competitive salary with a yearly review

2. 26 days annual leave pro rata plus bank holidays – increasing after 5 years' service

3. Union recognition with BECTU

4. Discounts at the SLG's bookshop and cafe

5. Access to discounts at a range of high street retailers and supermarkets

6. Access to free and discounted events including theatre, concerts, comedy and sporting events

7. Cycle to work scheme

8. 6% pension employer contribution

9. Wellbeing support – Employee Assistance Programme & trained Mental Health First Aiders



HOW TO APPLY

ABOUT

EDI

WHY SLG

JOB DETAILS

CANDIDATE

JOB ROLE

Job Title:	Digital Communications Manager
Duration:	Permanent
Hours:	28 hours per week
Salary Scale:	£38,313 – £44,492 pro rata
Pension:	6% employer pension contribution
Holiday:	26 days plus bank holidays pro rata
Reports to:	Head of Communications

**Appointments are made at the start of the salary scale, with annual pay progression through the scale based on satisfactory performance. The pay scale is reviewed annually in the light of cost of living and operational budgets.*

April 2026: Digital Communications Manager



Nairy Baghramian: Jumbled Alphabet, 2024. South London Gallery.
Photo: Jo Underhill

HOW TO APPLY

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WHY SLG

JOB DETAILS

CANDIDATE

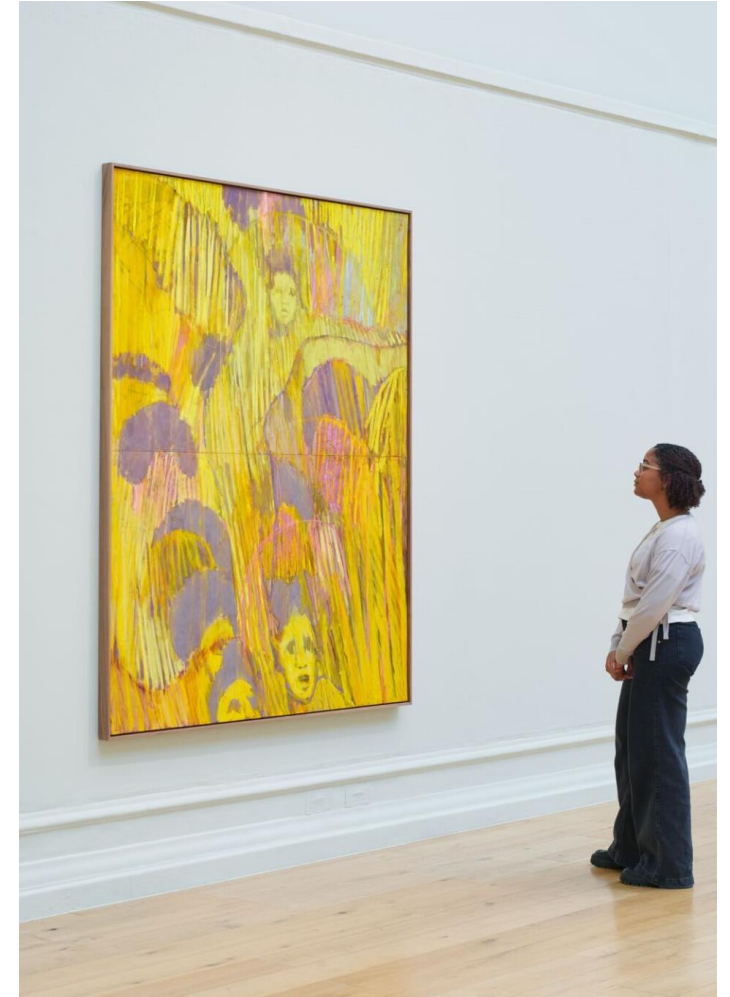
JOB ROLE

This is an exciting opportunity for someone with a passion for visual arts and culture to bring their digital marketing experience to a leading London cultural organisation.

The Digital Communications Manager at the South London Gallery will oversee the delivery of an engaging digital strategy that supports the Gallery's mission and vision, raises its profile locally, nationally and internationally, and deepens audience engagement.

Responsible for overseeing the SLG's digital content strategy and digital partnerships, the Digital Communications Manager will create high-quality content that drives traffic to the SLG's key digital platforms and communicates the quality and impact of the gallery's artistic and Communities & Learning programmes. They will work closely with the Head of Communications and the Communications Coordinator to ensure that all content aligns with the SLG's organisational objectives, reflects the Gallery's tone of voice, and is informed by data and audience insight.

April 2026: Digital Communications Manager



Christina Kimeze: *Between Wood and Wheel*, 2025. South London Gallery.

Photo: Andy Stagg



South London Gallery Bookshop. Photo: Dan Weill

KEY TASKS AND RESPONSIBILITIES

April 2026: Digital Communications Manager

Key Tasks & Responsibilities

- Maximising the impact of the SLG's programme of digital communication across social media, websites and email;
- Delivering campaigns for exhibitions, projects and events across platforms;
- Continually monitoring and evaluating data analytics to drive improvement;
- Reviewing all processes, tools and technology currently used by the SLG and implementing change where appropriate;
- Working with external partners and in-house staff;
- Working collaboratively with the Communications team to implement the digital communications strategy;
- Contributing creative ideas to grow the SLG's target audiences, with innovative and integrated digital marketing campaigns across all digital platforms;
- Monitoring and reporting on the global online media environment in order to inform decision making;
- Embedding a commitment to diversity, inclusion and equality, ensuring content and content makers we work with reflect the diverse audiences the SLG aims to reach;
- Working closely with colleagues across the organisation to find new ways to enhance the experience of SLG online;
- Overseeing the creation and management of all email marketing programmes;
- Leading on content creation for social media;
- Overseeing the use of social media monitoring tools to measure the effectiveness of campaigns;
- Producing ad-hoc digital assets materials in house;
- Adhering to copyright and data protection laws;
- Overseeing the development and interpretation of regular analytics reports
- Review, collate, edit and update content on the SLG website;
- Plan and deliver documentation of key live events, oversee timely sharing of audio and visual material in most effective form for audiences and peers;
- Progress key website development projects;
- Create and upload content for the SLG's digital screen installed outside the Fire Station;
- Maintain and develop accurate and comprehensive contact database on Klayvio to ensure email lists are up-to-date for press and other stakeholder groups and individuals.

KEY TASKS AND RESPONSIBILITIES

April 2026: Digital Communications Manager

Audience Development

- Lead on reciprocal media swaps and regular communications with local universities, cultural organisations and stakeholders to reach the widest possible audience and work with the Head of Communications to identify relevant festivals and national initiatives;
- Support gallery departments through the creation of online questionnaires and reports for internal and external reporting, ensuring SLG audience data handling is compliant with GDPR regulations;
- Keep abreast of current trends and professional developments in communications and the arts industry;
- Support other departments including the archive, book shop and café, with their digital and marketing activities, ensuring best practice and integration with the SLG's communications activities.

Administration

- Support on the organisation of press and influencer events and filming sessions;
- Oversee and update free and paid listings websites on a regular basis including Google, Trip Advisor etc.;

General Responsibilities

- Be inclusive and operate in accordance with the SLG's access and diversity, safeguarding, employment, health and safety, equal opportunities and other practices, policies and procedures;
- Take responsibility for own administration, devise and implement appropriate processes and procedures to achieve agreed objectives;
- Attend weekly staff meetings, report on relevant areas of work and disseminate information as required;
- Maintain a commitment to training and professional development;
- Be an advocate and effective representative of the SLG at private views, previews, other evening and weekend events as appropriate and at external professional events;
- Have the ability to work evenings and weekends, for which TOIL (time of in lieu) will be given;
- Act as a keyholder as appropriate and required;
- Undertake other duties as may be reasonably required.



This is a guide for the kind of skills and experience we would like you to have. We are looking for a candidate that meets the majority of the criteria, but you don't have to meet all the criteria to be considered.

Knowledge & Experience

1. Proven track record of designing and delivering innovative, effective digital communications across a variety of channels
2. Demonstrable experience in developing content tailored to needs & interests of diverse audiences
3. Demonstrable knowledge of web technologies and how people use them, specifically social media and emerging digital platforms
4. Experience using content management systems including WordPress, & other digital tools and software, including Klayvio, Cap Cut, Metricool, Adobe Photoshop and InDesign
5. Experience in web-based systems, developing website content & engagement, SEO and effective development of user experience and programming digital advertising
6. Experience of implementing content strategies for digital platforms, understanding varying audiences and adapting content to meet their needs
7. Experience in planning and delivering event marketing campaigns, creating digital content to drive attendance, engagement, and post-event impact
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Skills & Attributes

1. Commitment to promoting and delivering diversity and inclusion across all areas of the SLG
2. A keen interest and commitment to the work of the SLG and visual arts
3. Excellent interpersonal communication skills
4. Ability to work alongside internal and external stakeholders
5. Excellent video editing skills
6. Strong IT and administrative skills
7. Ability to use analytics to make decisions driven by data