

SERPENTINE



Arpita Singh, *My Lollipop City: Gemini Rising*, 2005. Vadehra Art Gallery © Arpita Singh.

EDITIONS PRODUCTION MANAGER
Candidate Pack

ABOUT SERPENTINE



*Giuseppe Penone, Respirare l'ombra (To Breathe the Shadow),
1999 Wire mesh, laurel leaves, bronze Total dimension
determined by the space Installation view Castello di Rivoli
Museo d'Arte Contemporanea Photo © Archivio Penone*

Championing new ideas in contemporary art since 1970, Serpentine has presented pioneering exhibitions for half a century from a wide range of emerging practitioners to the most internationally recognised artists of our time.

Set in London's Kensington Gardens, Serpentine presents a year-round programme of exhibitions, education and live events, across our two sites in park and beyond. Proud to maintain free access for all visitors, Serpentine reaches an exceptionally broad audience and maintains a deep connection with its local community and is building an avid digital following.

Serpentine looks to the future with a programme responding to the urgent issues of today. Key themes are: ecology and the climate emergency, equity and inclusion, the impact of digital and innovative technologies.

With the leadership of Bettina Korek, our Chief Executive, and Hans Ulrich Obrist, our Artistic Director, this is an exciting time to join Serpentine. As a member of the Audience & Enterprise Team, you'll have the opportunity to work with different teams across the organisation.

EDITIONS PRODUCTION MANAGER

JOB DESCRIPTION

Job Title: Editions Production Manager

Department: Audience & Enterprise

Main Job Purpose: To drive the production and delivery of Limited Editions, merchandise, and new products, aligning with the Serpentine's strategic vision to step-change its retail enterprise. Enhancing production processes, managing collaborations with artists and suppliers, and leveraging new product strategies to achieve revenue targets while providing exceptional retail experiences both online and on-site. Management of the Enterprise Coordinator to drive sales of serpentine products online and offline.

Reports to: Head of Enterprise

Direct Reports: Enterprise Coordinator

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ROLE STRATEGIC CONTEXT & OPPORTUNITY

- **Vision:** Engage new audiences and encourage existing ones to spend more by evolving the product offering, leveraging audience insights, and improving retail experiences.
- **Opportunity:** With growing demand for art products in addition to Limited Editions and catalogues, Serpentine must adapt to changing market dynamics post-pandemic, including the rise of digital channels and Gen Z's preference for lower price points.

MAIN DUTIES

Manage Production:

- Oversee the production of Editions and merchandise, managing the process to ensure timely delivery, high quality, and alignment with artist visions.
- Introduce a structured commissioning approach to streamline production and meet shopper demand. Assess and optimise timelines, suppliers, and processes to increase efficiency and profitability.

Develop Products:

- Integrate audience insights and trends to shape products that appeal to emerging markets and seek out new innovative opportunities.
- Collaborate with artists and suppliers to develop a range of price points for limited editions, products and merchandise, catering to a broader audience including Gen Z.

Supplier and Partnership Management:

- Negotiate contracts for production models with consistent partners.
- Contribute to profit-sharing agreements with established retailers to extend reach and increase sales volume.

Retail Support:

- Manage and optimise systems to track orders, stock, and sales, ensuring smooth operations and efficient fulfilment.
- Support improvements to the online shop with features like artist testimonials, video content, and multilingual options to enhance the shopping experience.
- Collaborate on recommending optimisation to Serpentine's onsite retail spaces, creating accessible and engaging points of sale.
- Work with Marketing and CRM teams to enhance and maintain SEO and data management.

People Management

- Line Manage the Enterprise Coordinator.

General duties:

- Be a champion for Arts Council England's Inclusivity and Relevance Investment Principle to ensure best practice through a proactive approach to equality, diversity and inclusion.
- Follow and assist in the implementation of all Serpentine's policies including Dignity at Work and Health and Safety policies.
- Any other activities as are necessary for the operation of the Audiences Team and its strategic objectives.

PERSON SPECIFICATION

Production and Process Expertise:

- Strong production management expertise with a demonstratable ability to optimise operations and juggle multiple projects.
- Proven experience planning production workflows and managing stakeholder relationships.
- Experience in designing and implementing retail strategies to accompany products; preferably with a knowledge of retail trends and customer behaviours in the art or luxury goods market.

Data-Driven Approach:

- Familiarity with using audience insights and market data to shape production and pricing strategies.
- Experience with tools and systems for stock and order management, ideally including Shopify.
- Ability to leverage market trends and audience insights for product innovation.

Commercial and Creative Collaboration:

- Ability to work closely with artists and producers to translate creative visions into high-quality products.
- Experience in commissioning and developing new product ranges.
- Proven expertise in supplier negotiations and partnership development, including negotiating contracts with retailers to establish profit-sharing agreements to expand sales.

Retail Focus:

- Experience supporting, suggesting and implementing online and onsite retail improvements to enhance customer experiences.
- Ability to work across a wide team and support them via clear communication and planning to the benefit of the Enterprise team.

This job description is a guide to the nature of the work required of the Editions Production Manager and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development which may be required in the future.

ADDITIONAL INFORMATION & HOW TO APPLY

Salary:

£38,000 per annum.

Hours:

Our normal office working hours are 10am to 6pm, Monday to Friday, although the jobholder will be expected, within reason, to work such hours outside these periods as are necessary for the proper fulfilment of the role.

We operate a hybrid working model, with employees attending the office 3 days per week with the option to work from home 2 days per week.

Duration of Appointment:

Permanent.

Annual Leave:

25 days per annum, plus bank holidays.

Pension:

Participation in Serpentine's auto-enrolment pension scheme. You can opt out if you wish.

Other Benefits:

- discount on certain products such Limited Editions;
- access to our employee assistance programme;
- season travel ticket loans and a
- Cycle2Work scheme.

How to Apply:

Please apply with your CV and Cover Letter via Serpentine's website here:

<https://www.serpentinegalleries.org/about/jobs/>

In your Cover Letter, please address:

- How your industry knowledge, skills and proven experience will bring benefit to the role;
- Examples of how you have applied skills and experience relevant to this role in your current or previous work;
- What specifically attracts you to this role and Serpentine.

Closing Date: Sunday 19 October 2025 at midnight.

First stage interviews: 22nd & 23rd October 2025.

Second stage interviews: 29th October 2025.



Serpentine South Gallery. Photograph © Harry Richards
@reportography.



Serpentine North Gallery. Photograph © Harry Richards
@reportography.