

SOUTHBANK CENTRE

Appointment of

Director, Hayward Gallery & Visual Arts

October 2025 Ref EBWNA



Saxton Bampfylde

From the Chief Executive and Artistic Director, Southbank Centre

It's a great time to join the Southbank Centre, of which the Hayward Gallery and our national visual arts programmes are an integral part. We've recently announced an inspirational programme to celebrate our 75th Anniversary in 2026, which recognises that from our birth as part of the 1951 Festival of Britain we have grown into a large, vibrant arts centre driven by the belief that culture belongs to everyone.

In 1968, our spaces expanded with the addition of the Hayward Gallery, a daring brutalist building sitting alongside the modernist architecture of the Royal Festival Hall. Today the Southbank Centre welcomes 3.7 million people through our doors and over 10 million visitors to our site annually, making us the fifth most visited attraction in the country.

Our vision is to be the world's most exciting centre for the arts. Contemporary visual arts is a key part of this vision, as we curate exciting, innovative exhibitions showing the work of both emerging and established artists from the UK and beyond in the Gallery, as well as through our national Hayward Gallery Touring programme. We also curate playful, arresting installations across our site, establishing the Southbank Centre as an exciting cultural playground.

The opportunity to become Director of the Hayward Gallery has arisen for the first time in many years and is one of the pre-eminent visual arts curatorial lead roles in Europe. It arises at a time when we are seeing significant shifts in visual culture, from the impact of technology to the rise in popularity of immersive experiences. We're looking for a new Director who will respond to these shifts, be a changemaker, and bring an ambitious, fresh vision for visual arts at Southbank Centre that defines the next chapter of the Hayward Gallery. A Director who will embrace the opportunities of being part of the country's largest multidisciplinary arts centre, where there is a renewed artistic commitment to working collaboratively to create the art of tomorrow, as well as to enshrine our founding commitment to cultural democracy across all our work. As well as bringing deep relevant expertise, a core part of the role is building great relationships with colleagues at Southbank Centre, artists, funders, donors and other key partners to enhance the reputation and expand the reach of the Hayward Gallery.

If you think you have what it takes to shape the future for visual arts at the Southbank Centre, we would love to hear from you.

Elaine Bedell
Chief Executive



Mark Ball
Artistic Director



About Hayward Gallery

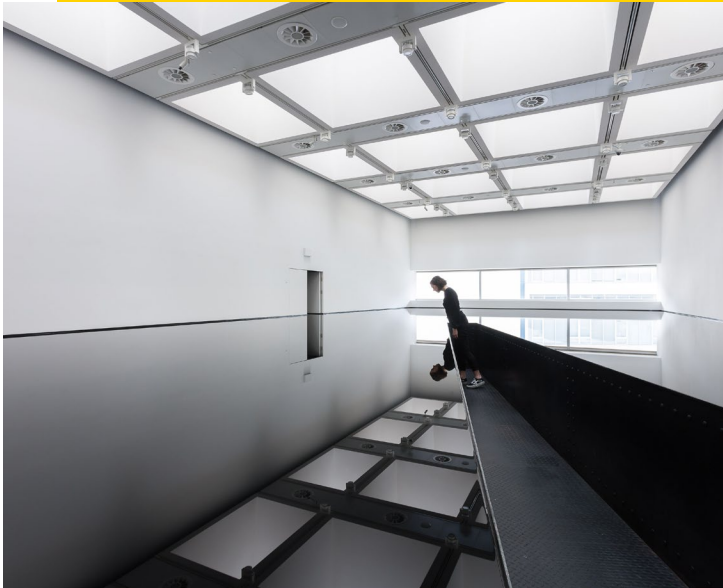
One of London's most celebrated contemporary art galleries, the Hayward Gallery is known globally for its innovative and adventurous large-scale international exhibitions.

Part of the Southbank Centre, the Gallery occupies a landmark position on London's South Bank and has been a key site for artistic innovation since opening in 1968. Designed by a group of young architects, the Hayward Gallery is widely celebrated as an architectural icon of Brutalism, offering distinctive and flexible spaces that have challenged and inspired generations of artists and audiences.

The Hayward Gallery has consistently championed the presentation of ambitious and experimental art. Our history is defined by influential and often era-defining exhibitions, ranging across movements, media, and generations. As a non-collection-based gallery, we have built a reputation of staging pioneering solo shows and internationally acclaimed group exhibitions that foreground the most important issues in contemporary art and society.

The Gallery is a central part of the Southbank Centre's cultural ecology, working in dialogue with music, performance, literature, and public art across a dynamic riverside site. Through our programme, partnerships, and commissions, the Hayward Gallery has been transformative for London audiences and has played a pivotal role in shaping contemporary art discourse both nationally and internationally.

Located in a vibrant public space with a dynamic outdoor presence, the Hayward Gallery is at once a platform for global artistic voices and a gathering place that welcomes diverse local communities. We seek to be porous to the world around us as a place where art, conversation, and wider society are in constant encounter.



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**A world-renowned contemporary art
gallery and a landmark of brutalist
architecture**



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The Programme

Over the past decades the Hayward Gallery has established itself as a site for groundbreaking exhibitions that address the multiplicity of contemporary art practices and perspectives, and as we approach our 75th anniversary, this continues to be a priority. Our programme actively embraces inclusivity, re-examining art histories and amplifying underrepresented voices, including women artists, artists of colour, LGBTQIA+ artists, and artists who explore questions of identity, ecology, politics, and technology.

Hosting three to four major temporary exhibitions per year, in the last 15 years alone the Gallery has seen household names such as **Anthony Gormley**, **Tracey Emin**, **Bridget Riley** and **Louise Bourgeois** present exhibitions.

The last year has included landmark exhibitions for **Yoshitomo Nara** and **Michalene Thomas** and is currently programmed up until early 2028, with upcoming artists including **Gilbert & George**, **Chiharu Shiota**, **Yin Xiuzhen** and **Anish Kapoor**, amongst others that are yet to be announced.

Public Art:

At the Hayward, we also house a selection of public pieces of artwork that can be explored for free outdoors.

Some are with the gallery for a short while, as part of an ongoing programme of specifically commissioned artworks presented by the Hayward Gallery .

Others are around for much longer, having now established a permanent residency at the Southbank Centre.





SOUTHBANK CENTRE

The Southbank Centre

The Hayward Gallery is housed within the Southbank Centre – an engine of creativity, bringing artists and people together, inventing the future of culture and supporting wellbeing through the arts since 1951.

The Southbank Centre runs a packed programme of events and workshops across classical music, performance and dance, literature, contemporary and jazz, showcasing established and emerging talent, to fuel creativity. Amongst this, the Southbank Centre also houses a range of resident Orchestras, Organisations and Artists.

The Southbank Centre consists of five key, and iconic, spaces:

- Royal Festival Hall
- Queen Elizabeth Hall
- Purcell Room
- Hayward Gallery
- National Poetry Library

The Hayward Gallery is also sited adjacent to neighbouring iconic London arts venues of the National Theatre and the British Film Institute Southbank.

Who we are

“We’re the UK’s largest centre for the arts. As a charity we bring millions of people together by opening up the unique art spaces we care for on London’s South Bank.”



OUR MISSION

What we're here to do

To make a difference to the lives of artists, audiences and communities through the variety of our programming and spaces.

OUR VISION

Where we're going

The world's most exciting centre for the arts.

OUR VALUES

How we'll get there

- Creating welcoming spaces
- Making wonderful experiences together
- Sparking new thinking





SOUTHBANK CENTRE

How we are run

The Southbank Centre, including the Hayward Gallery, benefits from a mixed funding model that combines public funding, earned income, philanthropy, and commercial activity. Public funding primarily comes from Arts Council England, which supports the year-round artistic programme, including the Hayward's exhibitions, touring activities, creative learning, and free public events. While this funding is generous and vital, it represents a declining proportion of the overall budget, reflecting broader sector-wide reductions in public arts investment.

Development and Fundraising is led by a specialist team within the wider Southbank Centre structure – but Hayward plays a crucial role, punching above its weight, to contribute to this multi-artform agenda.

The Hayward Gallery Shop

The Hayward Gallery Shop is an important commercial arm that complements the exhibition programme. It offers exclusive designer collaborations, ceramics, textiles, prints, jewellery, and a range of books and merchandise connected to exhibitions and artists shown at the Gallery. The shop not only generates income but also extends the visitor experience, connecting audiences to the artists and ideas through carefully curated products.

The Hayward Gallery Café

The adjacent Hayward Gallery Café offers a welcoming space for visitors to relax and recharge. Serving appetising sandwiches, salads, cakes, a selection of drinks, and excellent coffee, the café enhances the overall visitor journey. Its presence helps support longer visits to the Gallery and contributes to the venue's financial and social atmosphere.



SOUTHBANK CENTRE

Our People

The Southbank Centre is guided by a vibrant and collaborative Executive Leadership Team, led by Chief Executive Elaine Bedell, bringing together expertise across artistic vision, operational management, audience engagement, people and culture, and development. This team includes:

- Artistic Director
- Chief Operating Officer
- Director of Audiences
- Director of Development
- Director of People and Culture

Working closely together with a range of other Directors and Art Form leads, they shape the Centre's strategic direction and deliver world-class cultural experiences across music, performance, literature, and visual arts.

The Hayward Gallery plays a central part of the Southbank Centre. Reporting to the Artistic Director, the Gallery's Director whilst not a member of the Executive Leadership Team but plays a key strategic role across the organisation, working closely with peers to drive interdisciplinary collaboration, align shared priorities, and deliver innovative, inclusive, and accessible programming.

The Director of the Hayward Gallery is responsible for leading a talented team of around 50 staff, including six direct reports: Deputy Director (COO); Roden Chief Curator; Senior Curator; Head of Hayward Touring; Head of Site Design; Head of Arts Council Collection and Publishing Manager.

Across Southbank Centre, our culture is guided by a commitment to creating welcoming spaces, making wonderful experiences together, and sparking new thinking. We work collaboratively across disciplines with openness, curiosity, and creativity, ensuring kindness, thoughtfulness, clear communication, and generous collaboration.



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The Role

The Director of the Hayward Gallery is a pivotal role within the Southbank Centre, responsible for shaping the artistic vision, strategic direction, and leadership of one of the world's foremost contemporary art institutions. This role will shape and deliver visual arts programmes of international ambition and critical relevance, ensure the gallery and broader programmes are embedded within the wider ecology of the Southbank Centre, and connect with audiences locally, nationally and internationally.

The Director will focus on sustaining and enhancing the Hayward Gallery's reputation for curatorial excellence, while also evolving its role within a future-facing, interdisciplinary, digitally engaged, and financially sustainable Southbank Centre. As well as curatorial leadership, this role requires strong commercial acumen, collaborative management, fundraising ability, and the capacity to inspire and develop a highly skilled team of specialists.

The Director will report to the Artistic Director of Southbank Centre, Mark Ball, and works closely with the whole of the Artistic Team, contributing to the development and integration of visual arts across the organisation while representing Hayward Gallery as a leading part of the global visual arts landscape. This is a unique time to devise a new programme strategy and to create a visual arts vision across the Southbank site, to help define what an arts centre of the future can be and at the same time engage audiences, galvanise supporters and ensure visual culture is at the heart of the Southbank Centre.

Key Responsibilities

Artistic Leadership

- Shape and articulate a bold, distinctive curatorial vision for the Hayward Gallery, Hayward Touring, and wider visual arts across the Southbank Centre that is internationally recognised, culturally inclusive, and responsive to contemporary society.
- Work alongside Southbank Artistic Director to devise programme planning, balancing artistic ambition, audience engagement, and commercial sustainability.
- Champion interdisciplinary approaches across the Southbank Centre, integrating visual arts with music, performance, literature, digital innovation, and immersive experiences.
- Identify and nurture relationships with artists, galleries, and cultural partners, ensuring the Hayward Gallery continues to feature world-class talent while also supporting emerging and underrepresented voices.
- Explore and drive innovation in digital and immersive art forms, positioning Hayward at the forefront of new modes of audience engagement.
- Develop and implement strategies to grow and diversify audiences, ensuring exhibitions are accessible, engaging, and relevant to a wide spectrum of visitors.
- Engage with the Visual Arts Team of Arts Council England.

Organisational Leadership

- Provide inspiring and inclusive leadership to a team of around 50 staff, developing a collaborative management culture that brings out the best in individuals and the team as a whole.
- Motivate and develop team members, ensuring specialist expertise is effectively leveraged and the collective team thrives.
- Work collaboratively with colleagues across Southbank Centre, developing bold cross-art form initiatives and ensuring alignment

with Southbank's wider strategy and artistic vision.

- Ensure the effective management of budgets, resources, and operations, in close collaboration with the Deputy Director (Visual Arts), Chief Operating Officer and other senior colleagues.

Income Generation and Financial Planning

- Take a leading role in securing fundraising and income generation for Hayward Gallery including individual giving, trust and foundations, corporate partnerships and commercial income.
- Work with Southbank's Development team to develop compelling cases for support and maximise opportunities.
- Drive commercial opportunities linked to programming, including licensing, editions, publishing, retail, and other revenue streams.
- Balance artistic vision with commercial strategy, ensuring exhibitions are both financially sustainable and critically acclaimed.

Public Engagement and Advocacy

- Champion audience-focused initiatives and enhance the gallery's role as a place of encounter, dialogue, and discovery for diverse audiences, building on its reputation as a high-profile and innovative cultural destination.
- Lead communications for the Hayward Gallery, internally and externally, ensuring clarity of vision and strong positioning within the Southbank Centre and wider art ecology.
- Champion the national role of Hayward Gallery by advocating for the Hayward Touring programme.
- Represent the gallery nationally and internationally, acting as a high-profile ambassador for Southbank Centre's visual arts work and building its global reputation.
- Ensure inclusivity and diversity are embedded across all aspects of programming, audiences, and staffing.

Person Specification

Knowledge and Experience

- Proven track record of developing and delivering innovative, high-quality programmes of exhibitions of varying scales, with knowledge of innovative exhibition strategies.
- Demonstrable success in fundraising, partnership-building and income generation.
- Proven ability to manage budgets and resources, balancing artistic ambition with commercial sustainability.
- Proven experience of people leadership – motivating, developing and empowering diverse, highly skilled teams, and building a collaborative culture.
- Experience of stakeholder engagement, with the ability to build and maintain effective relationships both internationally and externally with public bodies, funders, boards, donors, and external partners.
- Experience of engaging internationally with diverse networks across the visual arts ecosystem.
- Knowledge of equality and diversity issues and a track record of working with diverse artists and audiences, leading with integrity and credibility.
- Understanding of the wider economic, commercial, political and environment issues affecting the arts and culture sector.
- Experience of leading or contributing to digital and immersive initiatives within the arts, or strong appetite and curiosity to do so.

Skills, Attributes and Personal Qualities

- Inspirational artistic leader, with the vision, curatorial credibility and imagination to define and deliver a distinctive curatorial programme that resonates locally, nationally and internationally.
- Strong communicator, able to influence and negotiate with senior stakeholders, peer museums, lenders, donors and external agencies.
- Collaborative and collegiate approach, committed to building on and embracing connections across the Southbank Centre and encouraging interdisciplinary dialogue between art forms.
- Inclusive, empowering people leader who can inspire and develop a highly skilled and specialist team, balancing individual expertise with collective ambition.
- Commercially astute, entrepreneurial and resourceful, with the ability to identify and deliver opportunities for income generation.
- Ability act compellingly as an ambassador for Hayward Gallery and Southbank Centre with audiences, the Arts Council, other funders and the media.
- Future-focused and digitally curious, alive to new trends in culture, technology and society.
- Personally resilience, adaptable and motivated by the opportunity to contribute to the Southbank Centre's wider cultural vision, working in partnership with colleagues across the organisation.



Terms of Appointment

Location: London

Salary: Circa £100,000+ dependent on skills and experience.

Benefits: Employer pension contribution of up to 9% of salary (16% total contribution). Free & discounted cultural experiences at Southbank Centre and other arts venues.

Annual leave: 28 days plus Bank Holidays.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.

How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Hayward Gallery, Southbank Centre, on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **EBWNA**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Tuesday 28th October, 2025**.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.





GALLERY

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Missing It Up
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