



Post: Marketing Officer
Reference: TG2023
Band: 4L
Department: Audiences
Contract: Permanent
Hours: Full-time
Reporting to: Marketing Manager, Tate Modern
Location: Millbank and Bankside, London

Background

Our vision is to champion art and its value to society. We do 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 British art from the 16th century to the present day, and international modern art from 1900 to the present day.

Tate's marketing team is based at Millbank within the Audiences and Development division. The marketing department is responsible for developing and delivering Tate's marketing strategy - to build audiences, develop the Tate brand, achieve attendance targets and reach financial targets.

You can find further information about Tate on our website: www.tate.org.uk

Purpose of the Job

To assist the Marketing Managers in implementing Tate's marketing strategy, and to provide administrative support to the Marketing team.

Main Activities/Responsibilities

Implementing marketing campaigns

- Assist the Marketing Managers in the implementation of marketing campaigns for exhibitions, collections, learning programmes and projects to target new, and retain existing, audiences.
- Work closely with media and promotions agencies to manage advertising schedules, including booking ads, commissioning design, updating specs and ensuring sign off to deadlines.
- Work closely with Tate's Digital, Social and CRM Officer to plan and implement social media campaigns within Tate's guidelines. Includes occasional out-of-hours posting at special events.
- Research and manage third party promotions, including data capture.
- Work with the Marketing team to ensure smooth administration of all brand and media partner events and private views. Including some out of hours working to attend events.
- Write and update copy for the Tate website, social media and social media platforms as required.

- Work with copyright teams and external sponsors to ensure timely sign-off of exhibition images, advertising and film content.
- Work with the film and production teams to create digital content that appeals to our target audiences.
- Undertake small-scale marketing campaigns and contribute to large-scale campaigns as required.
- Analyse audience and marketing data to inform marketing campaigns and produce post exhibition reports by liaising with our media agency and using internal reporting tools.
- Monitoring and reporting to the team on the competitive marketing landscape in the cultural sector and beyond.

Office management and general administration

- Work with Tate's financial systems to administer the processing of invoices following Tate's financial procedures.
- Administer the Tate Marketing digital and archive filing systems in accordance with Tate's data management policies.
- Undertake administrative tasks for the Marketing team including ordering stationery, scheduling meetings, organising AV and catering requirements, taking minutes and circulating marketing information.
- Oversee the fulfilment of contracts and deadlines with external partners.
- Booking travel and training needs where necessary for the team.

Person Specification

Essential

- Good knowledge of the principles of marketing and understanding of the principles of branding.
- Excellent organisational and time management skills, especially the ability to prioritise a busy workload and to work flexibly under pressure.
- Previous experience of working in a busy office environment.
- Demonstrable ability to manage and organise events and schedules, and implement and maintain effective office systems.
- Ability to work effectively as part of a busy team and as well as individually to develop own projects.
- Excellent interpersonal and communication skills, both written and verbal, including the ability to write for the digital environment.
- An interest in and commitment to the work of Tate.

Desirable but not essential

- Experience of working on third party promotions.
- Experience of developing marketing campaigns.
- Experience of booking media, including commissioning design and trafficking artwork.
- Experience of managing social and digital marketing campaigns.

Summary of Terms and Conditions of Employment

Type of Contract

This appointment is offered on a permanent contract.

Working Hours

This post is offered on a full-time contract working 36 hours per week – Monday to Friday.

Salary

This post is graded on Band 4L of the Tate pay scales.

An appointment to this post will be made at the minimum of the band at £25,269 per annum.

A review of pay is undertaken annually at Tate through negotiation with the recognised trade unions. Any increases to individual salaries, will be subject to the terms of Tate's annual pay settlement and will be applied from 1 April.

Annual Leave and Public Holidays

Annual leave is 25 working days per annum rising to 27 working days per annum after three years' service. In addition, we offer paid time off for the 8 public holidays and 1 Tate day (on 24 December when the galleries are closed).

Pension Benefits

An important part of the pay and reward package Tate offers employees is the option to join the Civil Service Pension arrangements. These arrangements currently offer a choice of two types of pension:

- **Alpha.** This is a defined benefit occupational pension scheme that currently has a member contribution rate which ranges from 4.6%-8.05% dependent on your salary. As your employer we meet the rest of the cost of the scheme. Further information about this can be found at www.civilservicepensionscheme.org.uk
- **Partnership** pension account. This is a stakeholder pension with a contribution from ourselves. How much we pay is based on your age. We pay this regardless of whether you choose to contribute anything. You do not have to contribute but, if you do, we will also match your contributions up to 3% of your pensionable earnings. The contributions are in addition to the age-related contribution mentioned above.

If you have previously worked for an employer who participated in the Civil Service Pension scheme or other Public Service pension schemes different conditions may apply.

Other Discretionary Benefits

- 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
- Subsidised staff catering arrangements and discounts in the Tate Restaurants and Cafes.
- Childcare Vouchers Scheme – offering savings on tax and national insurance.
- 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.

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.

Diversity and Inclusion

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](#).

How to apply

Our opportunities are open for you to apply online. Please visit:

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 **Sunday, 15 July 2018 by Midnight.**

Our jobs are like our galleries, open to all.

