



Job description

Job title	Marketing Manager
Department	Audiences
Contract	Permanent
Salary	£33,106
Hours	Full-Time
Location	Millbank and Bankside, London
Reporting to	Interim Head of Campaigns

Background

Tate's vision is to serve as artistically adventurous and culturally inclusive art museums for the UK and the world. We deliver 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.

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

About the role

To promote Tate Modern and Tate Britain, their exhibitions, displays and services, nationally and internationally, in order to attract and retain a growing and diverse audience.

About your team

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 broad and diverse audiences, develop the Tate brand, achieve attendance forecasts and reach financial targets.

What you will do (Main Duties and Responsibilities)

- Lead on marketing initiatives across Tate Modern and Britain to achieve Tate's overall objectives, including marketing exhibitions and collection displays, commissions, gallery activations, Lates, family activities and overall destination campaigns.
- Manage the marketing strategy for campaigns including identifying target audiences, and devising and implementing campaigns to include advertising, print, digital media, social media, online and CRM.
- Develop inspiring creative and content that promotes Tate outside our walls, attracts and engages with broad and diverse audiences and meets objectives to drive reach, revenue and reputation.
- Work with the Interim Head of Campaigns and Head of Audience Insight in the development of audience research for exhibitions and other gallery activities as necessary.

- Work closely with colleagues in the design team and liaise across the organisation at all levels to agree advertising creative for campaigns.
- Day-to-day management of agency relationships, including media planners and buyers, advertising agencies and other suppliers.
- Work on the development and delivery of innovative partnerships (tourist bodies, media partners, promotional partners, sponsors, other arts organisations) for the benefit of Tate Modern and Britain and their visitors.
- Ensure targets are met by monitoring effectiveness during campaigns and developing contingency strategies if required.
- Evaluate the success of campaigns in producing post-campaign reports and sharing learnings with key stakeholders.
- Liaise with Tate's Development department on sponsorship and partner commitments - from assisting in the development of proposals to managing day to day relationships.
- Work closely with colleagues in Membership, Digital, Press, Curatorial, Tate Publishing, Learning and Eats and Enterprises to create campaigns that respond to all Tate touchpoints
- Work closely with the Interim Head of Campaigns to manage the marketing budget, following organisational procedures, monitoring expenditure and obtaining value for money

What you will bring to the team

- Experience of managing, devising and implementing effective marketing campaigns.
 - Creativity and flair – an entrepreneurial approach combined with energy and enthusiasm to create innovative marketing campaigns.
 - Good visual literacy and understanding of the principles of branding and the motivation to create creatively standout work.
 - Excellent interpersonal skills, including negotiation skills, and the ability to achieve consensus among a number of different departments, and to gain senior agreement for communications recommendations.
 - Experience of working collaboratively with other organisations - sponsors, media owners, promotional partners, tourist bodies, etc.
 - Sound understanding of digital marketing.
 - Excellent organisational skills, especially the ability to prioritise workload and to work flexibly.
 - The ability to work as part of a team as well as to initiate and develop own projects.
 - Computer literate and numerate, with the ability to analyse statistical research findings, budgeting etc.
 - Experience of managing agencies, designers and suppliers.
 - Ability to work collaboratively with a diverse range of colleagues and treat all colleagues with dignity and respect.
 - An interest in art, and a commitment to the work of Tate.
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Tate for all

Diversity and Inclusion

Our jobs are like our galleries, open to all.

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](#).

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.
- 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.

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, 31 October by midnight.**

