



## Job description

Job title	Marketing Officer, Tate Collective
Department	Membership
Contract	Permanent
Salary	£28,064 per annum
Hours	Full Time, 36 hours per week
Location	Millbank, London
Reporting to	Marketing Manager, Tate Collective

## 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.

This is a fantastic opportunity to join the membership team at one of world's leading art institutions. Tate Collective, launched in April 2018, is our Young Person's membership scheme that is free for anyone aged 16-25 to join. The range of benefits include £5 entry to all exhibitions, a dedicated programme of events and a host of other discounts across Tate. With 150,000 existing members, we have ambitious targets to continue to grow, engage our audiences, and to champion Tate Collective both inside and outside of Tate.

We're looking for someone with a passion for youth culture to help grow one of the largest arts memberships in the world.

You can find further information about Tate on our website: [www.tate.org.uk](http://www.tate.org.uk)

## About the role

To co-ordinate, implement and optimise data driven marketing campaigns that will help to achieve Tate Collective targets and put Tate on the radar of a broad and diverse range of audiences.

## About your team

The Tate membership team is responsible for delivering outstanding experiences for Tate Members and Tate Collective across all marketing channels and touchpoints. Working across the four galleries and collaborating with colleagues across the organisation, we're responsible for delivering on ambitious targets for retaining current Members, acquiring new Members and maximising revenue and satisfaction. Customer-focused and driven by

data and insights, we're passionate about giving Members the best possible experience of art to build loyalty and deliver lifetime value.

## **What you will gain**

Motivated, and skilled people are key to our continued success, and we want everyone at Tate to have the opportunity to develop and thrive. In this team, you will be encouraged to contribute your ideas, realise your potential, and learn new skills and knowledge.

## **What you will do** (Main Duties and Responsibilities)

- Plan and implement all Tate Collective acquisition and retention campaigns across email, social, print, digital media, marketing partnerships, out of home, social media, online, press and direct marketing
- Improve marketing effectiveness through A/B testing and segmentation
- Analyse and report on owned and paid marketing performance to deliver insights and inform future activity
- In collaboration with the Tate Collective Marketing Manager, deliver robust testing plans and data driven campaigns using effective personalisation, segmentation and reporting to optimise engagement rates
- Use data and market research to inform marketing strategy and planning, using tools like Google Analytics and agency reporting
- Effectively manage day to day supplier relationships to deliver campaigns, including our media agency
- Brief and project manage delivery of all Tate Collective creative and content in digital and print, working closely with Tate's Design Studio and external agencies
- Copywrite for email, print, paid social and digital, ensuring Tate Collective messaging is in line with Tate tone of voice
- Collaborate with digital and e-commerce teams to improve conversion to Tate Collective from touchpoints across the Tate website
- Oversee in-gallery Tate Collective promotion and messaging across all four Tate sites
- Collaborate effectively with teams across Tate to increase Tate Collective signups including Marketing, E-commerce, Membership and Ticketing Services, Digital, Audience Insights, Tate Liverpool and Tate St Ives, Young People's Programme, Tate Enterprises and Visitor Experience teams
- Manage the day-to-day administration of the budget, including maintaining accurate records and processing invoices
- Stay up to date with and share market trends

## **What you will bring to the team**

- Experience delivering and optimising marketing campaigns across channels like email, social, print, PPC and display
- An interest in cultural trends across art, music, design, fashion and digital, demonstrated by the creative use of advocates and brand partnerships in past marketing campaigns
- Effective communication skills with the ability to convey thoughts clearly and concisely, and in a way that is accessible and engaging to a diverse range of people

- A highly organised approach to work, with experience project managing campaigns and collaborating with multiple stakeholders
- Able to write effective copy for a range of contexts and channels
- Highly developed attention to detail and excellent proof-reading skills
- Strong analytical skills, comfortable manipulating data and segments using tools like Google Analytics
- Excellent time management, the ability to prioritise a busy workload
- A team-player, with the confidence to work with different stakeholders across Tate as well as with external partners
- Entrepreneurial and proactive in coming up with new ideas and putting them into practice
- Ability to work collaboratively with a diverse range of colleagues and treat all colleagues with dignity and respect
- An interest in and commitment to the work of Tate

The requirements listed here are guidelines, not hard and fast rules. You don't have to satisfy every requirement and we welcome candidates who bring transferable skills. Applying gives you the opportunity to be considered.

## 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](#).

## Our Values

- **Open:** we're welcoming, generous-spirited and inquisitive, with an open-source attitude that thrives on collaboration.
- **Bold:** we have the courage of our convictions, we're willing to take imaginative risks: we aren't afraid of failure - so long as we learn from it.
- **Rigorous:** we'll win people's trust if we're accountable for our actions and excellence underpins everything we do.
- **Kind:** we value and respect each other, our partners, and our visitors, striving to make every encounter memorable and enriching.

## Benefits

- Birthdays off each year
- 25 days leave per year, rising to 27 (pro rata for part time colleagues).
- A pension scheme with generous employer contributions.
- Life Assurance and Income Protection for DC scheme members.
- 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.
- Free access to other galleries and museums abroad through the International Council of Museums (ICOM) membership

## 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/](http://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 27 February 2023 by midnight. Interviews will be held on 9 March 2023.

