



Post: Marketing Manager
Reference: TG1866
Band: 3L
Department: Marketing and Audiences
Contract: Permanent
Hours: Full-time
Reporting to: Senior Marketing Manager, Tate Modern
Location: Millbank, London

Background

Tate aims to be the most artistically adventurous and culturally inclusive gallery group in the world. We do this through activities in our four galleries across the UK (Tate Britain, Tate Modern, Tate Liverpool and Tate St Ives), 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 in London within Tate's Audiences division. The marketing department is responsible for developing and delivering Tate's marketing strategy. Our objectives are to build broad and diverse audiences, develop the Tate brand, achieve visitor forecasts and reach financial targets.

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

Purpose of the Job

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

Main Activities/Responsibilities

- Plan and manage an effective programme of marketing activity for Tate Modern to achieve Tate's overall objectives, including marketing Tate Modern's exhibitions and Collection Displays, artist commissions as well as some Tate Modern events.
- Manage the marketing strategy for campaigns including identifying target audiences, and creating and delivering campaigns to include advertising, print, digital media, media partnerships, content marketing, promotions, social media, online and direct marketing.
- Develop new marketing initiatives to attract new visitors, both nationally and internationally.
- Collaborate with designers, curators, artists and sponsors to agree advertising creative for campaigns.
- Manage the day-to-day management of agency relationships, including media planners and buyers, the advertising agency and other suppliers.

- Work on the development of innovative partnerships (tourist bodies, promotional partners, sponsors, other arts organisations) for the benefit of Tate Modern and its visitors.
- Ensure marketing targets are met by monitoring effectiveness during campaigns and developing contingency strategies if required.
- Evaluate the success of campaigns including producing post-campaign reports.
- Liaise with Tate's Development department on sponsorship commitments - from assisting in the development of sponsorship proposals to managing day to day sponsorship issues.
- Work closely with colleagues in Digital Content, Press, Curatorial, Tate Publishing, Visitor Experience, Ticketing, Learning and Tate Catering to create campaigns that cover all areas of Tate.
- Work closely with the Senior Marketing Manager to manage the Tate Modern marketing budget, following organisational procedures, monitoring expenditure and obtaining value for money.
- Responsible for the effective management of data collected through marketing promotions.

Person Specification

Essential

- Experience of managing, devising and implementing effective marketing campaigns in a large and complex organisation.
- Creative thinker with an enthusiastic and entrepreneurial approach to producing innovative marketing campaigns.
- Good visual literacy and understanding of the principles of branding and the motivation to create creatively standout work.
- Excellent negotiation skills, and the ability to achieve consensus among a number of different departments, and to gain senior agreement for communications recommendations.
- 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
- Ability to work collaboratively with a range of internal and external partners, developing and sustaining effective working relationships.
- Experience of digital marketing including display advertising, content marketing, PPC, SEO and e-CRM.
- Excellent organisational skills, especially the ability to prioritise a heavy workload and to work flexibly.
- Ability to work positively and calmly under pressure, remaining a supportive and constructive team member.
- Ability to work positively as part of a team while also able to initiate and drive own projects.
- High degree of computer literacy – knowledge of Windows based applications
- Resilient with the ability to deal with complexity and ambiguity
- Relevant experience of analysing statistical research findings to inform and develop your marketing approach and advice
- Demonstrable experience of working with a budget to ensure it is up-to-date and accurate
- An understanding of, and commitment to, issues of diversity and inclusion, with experience of creating marketing initiatives that engage broad and diverse audiences

- Experience of managing agencies, designers and suppliers
- An interest in art, and a commitment to the work of Tate.

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 3L of the Tate pay scales.

An appointment to this post will be made at the minimum of the band at £31,120 per annum.

In addition, this post will attract a market rate allowance of £2,000 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, 6 May 2018 by Midnight.**

Our jobs are like our galleries, open to all.

