



Post: Marketing Data Analyst
Reference: TG1967
Band: 4L
Department: Membership and Audience Engagement
Contract: Permanent
Hours: Full-time
Reporting to: Data Strategy Manager
Location: Millbank, London

Background

Tate aims to be the most artistically adventurous and culturally inclusive global art museum. We deliver this aim 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.

The new Audience Research and Data team sits at the heart of Tate's relationship with its audience, using market research data and Tate's own audience intelligence and data to inform strategy and planning across the organisation.

The Audience Research and Data team works across a broad portfolio of activity including capture of visitor data through visitor surveys, bespoke visitor research on exhibitions and/or other Tate specific activities, membership, relationship marketing, eCRM, sales data and brand engagement, and has ambitious targets against multiple income streams. The team also supports Tate's audience strategy to develop personally relevant communications and experiences with audience members in order to deepen engagement and drive revenue, by providing the information it needs to make the most effective decisions.

This is an opportunity to play a key role in the digital transformation of Tate, and the transformation of customer relationships. We have recently invested in Single View of Customer and single basket technology. A key part of this role will be to maximise the potential of the data to move from single transactions to longer term relationships with customers.

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

Purpose of the Job

To use audience intelligence, membership data and market research data to support the improvement of our customer and visitor offer.

Main Activities/Responsibilities

- Oversee the data aspects of our new Single View of Customer programme, segmenting and profiling the audience data to enable tailored content and messaging; and providing data-driven insights and modelling to grow audiences and revenue.

- Oversee the data arising from Tate's visitor survey data and other key benchmarking tools (ALVA)
- Analyse and interpret data, delivering strategic insights, and making clear recommendations for action to meet strategic business needs.
- Lead the development and refining of data-led segmentation models for use in direct marketing activity.
- Provide analytical support to campaign managers (most notably to campaigns marketing and membership) in developing campaigns and refining always-on activity.
- Monitor and report on effectiveness of segmentation models.
- Lead on data-driven modelling for exhibition visitor-number forecasting.
- Work with wider marketing and membership teams to encourage adoption of advanced analytics insights within marketing activity.
- Brief and manage external data and analytics agencies to deliver against business requirements.
- Provide regular presentations based on campaign activity, updating colleagues in clear and precise communication.
- Contribute to the development of marketing campaigns and lead on the reporting of their success
- Spot trends within customer and membership records and report accordingly
- Extract data as agreed for campaign activity across multimedia and multi-channel activity.
- Take internal requests on customer data requests and produce new analysis as required
- Liaise directly with agencies for externally provided insight and reporting
- Ensure data protection legislation is adhered to at all times

Person Specification

Essential

- Meticulous attention to detail, ensuring work is quality assured effectively and then using the information to see the bigger picture
- Strong skills in SQL language for data extraction and manipulation
- Advanced MS Excel skills and Power BI or similar BI reporting tools.
- Able to effectively communicate data to a non-technical audience
- Experience of delivering results and insight on marketing campaigns.
- Experience of delivering multi-level segmented campaign data across varying media channels
- Experience of spotting trends within customer data and informing business decisions.
- Experience of seeking the best ways to improve data and its value to the organisation
- Excellent organisational skills with the ability to prioritise workloads effectively and make accurate decisions under pressure and to tight deadlines
- Well-developed interpersonal skills including proven experience of building effective working relationships
- An enthusiastic and pro-active approach to all aspects of the job, capable of championing the value of data to the organisation
- Awareness and commitment to the issues of equality and diversity as they affect the work of a major cultural institution
- Detailed knowledge and understanding of Data Protection legislation and best practice

Desirable

- Understanding of processes involved in data transfer/processing.

- Understanding of marketing and business analysis
- Experience of statistical methods and programmes such as SPSS, R, SAS
- Experience of cloud computing (SaaS) solutions
- Experience of Azure AL
- Experience of Marketing Automation (MaaS) solutions
- An interest in art.

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.

In addition, this post will attract a market rate allowance of £5,800 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 **Thursday, 10 May 2018 by 17:00.**

Our jobs are like our galleries, open to all.

