



Post: Commercial Marketing Manager
Reference: TG2583
Band: 3L
Department: Marketing and Audiences
Contract: Fixed Term
Hours: Full-time
Reporting to: Head of Marketing, CEO Tate Eats, CEO Tate Commerce
Location: Millbank, London

WHO WE ARE AND WHAT WE DO

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.

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 large and more diverse audiences, develop the Tate brand, achieve visitor targets and hit all financial targets.

This role will provide dedicated support to Tate Eats and Tate Commerce. Tate Eats provides a range of catering services that range from providing a cup of tea to a weary visitor, right the way through to catering for special events being held by Tate's corporate sponsors with the overall aim of being the market-leading caterer within the arts sector.

Tate Commerce aims to maximise profits through publishing, retail and merchandising.

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

OUR VALUES

Tate's marketing team is strongly committed to a bold approach to marketing, creating standout campaigns that deliver against our collective goals. To achieve this we build teams that are creatively driven and at the same time kind, inclusive and welcoming to everyone who wishes to join us.

ABOUT THE ROLE

Design and delivery of commercial marketing strategies and campaigns for Tate Eats and Tate Commerce to help maximise income and profits for Tate.

WHAT WILL YOU DO AS A COMMERCIAL MARKETING MANAGER AT TATE

- Develop long term and exhibition led marketing strategy with key stakeholders within Tate including Tate Enterprises Senior Management teams, Tate Marketing and Digital Marketing teams, Tate Membership and Communications teams to maximise commercial benefits to Tate
- Develop destination marketing for Tate Eats and Tate Commerce across all sites
- Develop marketing campaigns for events, the restaurant brands, the onsite gallery shops, Tate retail products, e-commerce business as well as overall PR comms planning for these differing products
- Collaborate with appointed PR teams and agencies to build creative marketing campaigns and events
- Work alongside the Tate Social Media Team to ensure visibility for Eats & Commerce on the main Tate channels while managing and optimising the existing Enterprise channels
- Work alongside the Marketing Partnerships Manager to inform partnerships that deliver both brand and income benefits to Tate
- Coordinate with CRM & e-Commerce teams to maximise income through direct marketing channels
- Conduct analytics reporting across multiple platforms and extract key insights, translating data into insights
- Provide in-depth monthly reporting on analytic insights and update on individual campaigns life cycles and performance
- Partner with Audience Research & Data and Sales & E-commerce teams to inform, test and evolve commercial strategy for each gallery
- Provide energetic, inspirational leadership and line management of marketing assistant/coordinator
- Communicate and collaborate with senior leaders, build rapport with key stakeholders across multiple departments.
- Organise and coordinate digital content/copy and imagery on social media and websites.
- Stay informed of consumer trends and trends in the hospitality industry

WHAT WILL YOU BRING TO THE ROLE

- Excellent written and verbal communication skills
- Demonstrable experience of developing and delivering strategic marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind
- A creative and bold approach
- Experience with marketing automation and CRM tools
- Excellent knowledge of Google Analytics, Google AdWords, Facebook Ads Manager, Website CMS e.g. WordPress and email marketing platforms
- You will be an energetic and independent worker who sees their projects to successful delivery
- An enthusiastic team player who works well with a range of colleagues and partners

- A strong understanding of inclusion and diversity, with experience of proactively applying and promoting these at work.
- Effective planning and organisation skills
- Good working knowledge of Microsoft Office, (particularly Outlook, Word, Excel, Publisher and PowerPoint)
- Experience of successfully marketing on social media platforms
- Demonstrable experience in similar roles in restaurant/hospitality or retail industry.

Summary of Terms and Conditions of Employment

Type of Contract

This appointment is offered on a fixed-term contract until 31 March 2021.

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 £33,106 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.

In addition, we offer paid time off for the 8 paid public holidays and 1 Tate day (on 24 December when the galleries are closed) on a pro rata basis according to the duration of the contract.

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.
- 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, 23 February 2020 at midnight**.

Our jobs are like our galleries, open to all

