



Job description

Job title

Department

Marketing Officer, Membership: Tate St Ives & Tate Liverpool

Contract

Permanent

Salary

£17,609 per annum (pro-rated of £29,348)

Hours

Part time, 3 days per week

Location

Tate St Ives, Cornwall

Reporting to

Marketing Manager, Membership: Tate St Ives & Tate Liverpool

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 the national collection of British art from the 16th century to the present day, and international modern and contemporary art from 1900 to the present day, spanning all continents. We seek to expand access to the collection and deepen understanding of art in all its diversity.

Tate is a leading global institution, and we influence critical thinking about art practice. Tate is committed to maintaining free entry for audiences to our collections. We see access to art for everyone as a universal human right and we see our galleries as sites of creative learning. We want to champion the importance of making art and encourage people to explore the many ways in which art is created and develop their own creative potential.

We want to welcome audiences that better reflect the towns and cities in our nation and attract a diverse international public. Our reach is already powerful. We intend to increase its impact across society, with art that resonates around the world.

Everyone who works at Tate has a role to play in achieving these goals. We offer exciting work built around our love for art, and have a strong commitment to equality, diversity and inclusion, with the aim to have our workforce and audience as diverse as the communities we serve. And everything we do is only possible thanks to our fantastic colleagues, who really know their stuff, support each other and want to do the best for our audiences.

We hope you will consider joining our team.

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

About the role

This is a fantastic opportunity to join the membership team at one of the world's leading art institutions. Our 140,000+ Members are incredible advocates for Tate, making up a large proportion of our visitors and providing crucial support for our galleries, helping fund exhibitions, new acquisitions, and access to the collection.

We're looking for someone to deliver outstanding marketing communications to engage Tate Members across the UK and those based near Liverpool and St Ives, drive regional gallery attendance and recruit Members. In addition, you collaborate with the entire membership team to increase revenue and lifetime value.

You are comfortable writing copy, giving feedback on design, carrying out data analysis, and project managing marketing campaigns. You have excellent organisational and communication skills: you'll represent the membership team in Liverpool and St Ives to deliver day-to-day operations, and you'll liaise with the membership marketing managers and local teams to implement membership strategies. You'll also coordinate and promote local membership events.

In this role you will deliver marketing campaigns aimed at retaining and acquiring Tate Members, focusing on regional gallery offers and Tate Liverpool and Tate St Ives card holders, and increasing the overall membership lifetime value. You will be expected to travel to Liverpool and London 4-6 times per year as part of this role. Occasional working may be required on evenings and weekends at Tate St Ives, which can be taken as additional paid hours, or TOIL.

About your team

The Tate membership team is responsible for delivering outstanding experiences for Tate Members and email signups 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 campaigns to acquire Liverpool and St Ives geo/bolt-on Members across email, social, print and digital.
- Deliver and optimise marketing campaigns to retain Liverpool and St Ives geo Members and drive bolt-on upgrades

- Improve campaign effectiveness through A/B testing and segmentation
- Analyse and report on marketing performance to deliver insights and inform future activity
- Use data and market research to inform marketing plans, using tools like Google Analytics, Marketing Automation and agency reporting
- Copywrite for email, print, paid social and digital, ensuring membership messaging is in line with Tate tone of voice
- Effectively manage supplier relationships to deliver campaigns, including our media agency and direct mail fulfilment houses
- Work across Tate St Ives and Tate Liverpool as a Members champion using internal advocacy to raise the profile of Membership and its importance to Tate St Ives and Tate Liverpool and provide a key link with London.
- Collaborate effectively with teams across Tate including Tate Liverpool and Tate St Ives, Marketing, Membership and ticketing, Visitor Experience, Digital, and Audience Insights teams.
- Brief and project manage delivery of membership assets working closely with Tate's Design Studio.
- Implement in-gallery membership promotion and messaging across Tate Liverpool and Tate St Ives closely.
- Collaborate with the membership marketing assistant and local teams to coordinate stock delivery to Tate Liverpool and Tate St Ives.
- Support on Tate wide membership projects as directed by the Marketing Manager, Membership TL & TSI.
- Coordinate, promote and attend members events targeting Tate Liverpool and Tate St Ives geo/bolt-on Members. For Tate Liverpool coordination will be remote, and no attendance is required.
- Collaborate with Commerce, Eats and programming teams to deliver local Members events.

What you will bring to the team

- A creative and results-based approach to marketing with the ambition to exceed targets.
- Experience delivering and optimising marketing campaigns across multiple channels (for example email, social, print, direct mail).
- Experience using email platforms and segmenting data effectively.
- A highly organised approach to work, with experience project managing campaigns and collaborating in person and remotely with multiple stakeholders across multiple sites
- 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, and using tools like Google Analytics
- Excellent time management, the ability to work independently and prioritise a busy workload
- Experience of coordinating events
- 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
- A knowledge and understanding of local audiences and marketing opportunities

- 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 (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/ 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 10 May 2024 by midnight.

Where vacancies attract large volumes of applicants, we reserve the right to close this vacancy early. Therefore, if you are interested, please try to submit your application as early as possible.



