



Job title: Marketing Officer, Tate Modern

Department: Audiences

Salary: £26,959 per annum

Contract: Permanent

Hours: Full-time

Location: Tate Britain and Tate Modern, London

Reporting to: Marketing Manager, Tate Modern

Responsible for helping to market Tate Modern's world class exhibition programme.

About the role

This is an excellent opportunity for someone with a passion for culture who is looking to develop a career in marketing for a leading cultural organisation.

About your team

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 Britain, Tate Liverpool, Tate Modern and Tate St Ives), our digital platforms and collaborations with our national and international partners.

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 audiences, develop the Tate brand, achieve attendance targets and reach financial targets.

Our Values

At Tate, we value and respect all differences (seen and unseen) in people, both in the gallery and online. We aim for inclusive working practices and spaces that reflect the communities in which we're located, making sure opportunities are accessible and that all voices are heard and contribute to our future. We actively encourage people from underrepresented groups to apply - in particular Black, Asian, and Minority Ethnic and disabled candidates.

What you will do (Main Duties and Responsibilities)

The Marketing Officer assists the Marketing Manager in the development and delivery of marketing campaigns to target new, and retain existing, visitors. This involves working closely with a range of internal and external teams:

- Work closely with the design team to deliver marketing materials on time and to brief.
- Work closely with media, design and creative agencies to manage advertising schedules and ensure sign off to deadlines.
- Work with the Marketing Manager and digital team to plan video content and web articles that appeal to target audiences.
- Write and update copy for the Tate website and social media platforms as required, working closely with the social media team.
- Work with the Marketing team to ensure smooth administration of all brand and media partner events and private views. Includes some out of hours working to attend events.

- Produce post exhibition reports by liaising with our media agency and using internal reporting tools.
- Monitoring and reporting to the team on the competitive marketing landscape in the cultural sector and beyond.
- Work with Excel and Tate's financial systems to administer the processing of invoices and ensure our budgets are up to date.

The Marketing Officer also undertakes general administrative tasks for the Marketing team including ordering stationery, scheduling meetings, travel, organising audio-visual and catering requirements, taking minutes and circulating marketing information.

What you will bring to the team

- A passion for culture and commitment to Tate's vision to be the most artistically adventurous and culturally inclusive gallery in the world.
- Excellent organisational and time management skills, especially the ability to prioritise a busy workload.
- A keen attention to detail in a fast-paced work environment.
- Excellent interpersonal and communication skills, both written and verbal.
- Ability to work effectively as part of a busy team and as well as individually to develop own projects.

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](#).

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 Tate's 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.

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.

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 24 March 2020 by midnight. Interviews will be held on 14 April 2020.

