



Post: Acquisition Marketing Executive, Tate Members
Reference: TG2230
Band: 4L
Department: Membership
Contract: Fixed term
Hours: Full-time
Reporting to: Marketing Communications 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.

This is a fantastic opportunity to join the marketing department at one of world's leading art institutions. With around 140,000 Members, Tate Members is one of the largest arts membership schemes in the country. Our Members provide invaluable advocacy and support for Tate, helping to fund exhibitions, new acquisitions and free access to the permanent collection.

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

Purpose of the Job

To co-ordinate, implement and optimise Tate membership acquisition marketing.

Main Activities/Responsibilities

- Plan and implement all Member acquisition and lapsed Member marketing strategies and campaigns, including exhibition recruitment and gift campaigns
- Deliver integrated membership acquisition campaigns across email, social, print, PPC, digital display, and other channels
- Regularly report on, analyse and optimise marketing activities collating results from sources including Google Analytics, email marketing software and agency reports
- Manage effective relationships with external agencies, e.g. media agency
- Write design briefs for and oversee delivery of digital and print materials, working closely with internal Design Studio colleagues and external agencies
- Oversee membership acquisition messaging across the Tate website, working with the Tate digital team to optimise online membership recruitment
- Oversee in-gallery membership messaging and promotion across all four Tate sites
- Manage and implement all updates relating to membership pricing
- Develop and maintain effective working relationships with other Tate departments and sites, including Membership Marketing colleagues at Tate Liverpool and Tate St Ives, Membership and Ticketing Services, Marketing teams, Tate Enterprises, Visitor Experience, and Audience Insight teams

Personal Specification

Essential

- A creative and results-based approach to marketing with the ambition to achieve/exceed targets
- Demonstrable experience in delivering and optimising integrated marketing campaigns across email, social channels, direct mail, PPC, and digital display
- A highly organised approach to work, with experience in project managing campaigns and collaborating with multiple stakeholders
- Excellent communication skills, with a proven ability to write effective copy
- Meticulous and resourceful attitude with highly developed attention to detail and excellent proof-reading skills
- Strong analytical skills
- Excellent time management skills, especially the ability to prioritise a busy workload and to work flexibly under pressure
- A team-player, with the confidence and ability to work with different stakeholders across Tate as well as with external partners
- An entrepreneurial and proactive spirit with proven initiative and drive to come up with new, exciting ideas and put them into practice
- Ability to work collaboratively with a diverse range of colleagues and treat all colleagues with dignity and respect
- An interest in and commitment to the work of Tate

Summary of Terms and Conditions of Employment

Type of Contract

This appointment is offered on a fixed-term contract until February 2020.

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 £25,774 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.
- 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 **21 March 2019 by midnight**.

Our jobs are like our galleries, open to all.

