



**Post:** Marketing Officer  
**Reference:** TG2151  
**Band:** 4R  
**Department:** Marketing and Communications  
**Contract:** Permanent  
**Hours:** Full-time  
**Reporting to:** Head of Marketing  
**Location:** St Ives, Cornwall

## **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.

Tate St Ives' vision is to be a valued part of Cornwall, offering life changing experiences through its ambitious and internationally recognised programme. In 2017 we identified three priorities for the launch of the new Tate St Ives through to 2019:

- Art – offering a diverse and adventurous programme that is locally and internationally significant
- Audiences – we want people to enjoy themselves in the unique environment of St Ives
- Staff – giving our teams what they need to do a great job and feel truly satisfied and valued

You can find further information about Tate on our website: [www.tate.org.uk](http://www.tate.org.uk)

## **Purpose of the Job**

To plan and deliver digital content, website and social media activity and to deliver effective marketing multi-channel campaigns for Tate St Ives and the Barbara Hepworth Museum and Sculpture Garden.

## **Main Activities/Responsibilities**

- Plan and deliver digital content across social media, email and our website
- Plan and implement integrated marketing campaigns, including online, advertising, print and third-party partnerships for the promotion of Tate St Ives and Barbara Hepworth Museum and Sculpture Garden and associated exhibitions, events and other projects.
- Co-ordinate and manage the budget for select campaigns and projects ensuring that they are delivered within the allocated budget while also meeting agreed objectives.

- Use customer data, analytical tools and audience segmentation insights to identify and implement ways to enhance the effectiveness of marketing activity, increase revenue and build loyalty and engagement with our target audiences.
- Manage relationships with external media owners and plan and book advertising.
- Manage the relationship with an external media buying agency to brief in and execute digital advertising campaigns.
- Research, develop and maintain relationships and reciprocal marketing opportunities with partners such as other arts organisations, group travel organisers, and tourist bodies to promote the gallery.
- Work with the Tate Design Studio to brief and produce marketing collateral.
- Support the Head of Marketing with campaign evaluation.
- Be a point of contact for museum colleagues, suppliers and partners to check branding and house style guidelines are correctly and consistently applied to communications.

## **Person Specification**

### **Essential**

- Proven relevant B2C marketing experience, including multichannel campaign planning and delivery.
- Proven relevant digital marketing and communication experience including social media, email and website content delivery and understanding of digital evaluation
- Demonstrable knowledge of the principles of marketing including digital marketing
- Excellent communication skills with the ability to convey information clearly and concisely, and in a way that is accessible to a diverse range of people.
- Good writing skills, with the ability to produce original, accurate and appealing copy.
- Experience of using Content Management Systems
- Experience of Photoshop and In Design
- Strong organisational skills – the ability to prioritise a varied workload and work accurately under pressure to meet deadlines.
- Excellent Attention to detail
- Good team player, thriving in a very busy environment with patience and empathy even when under pressure, without the need for supervision.
- Ability to work collaboratively with a diverse team and treat all colleagues with dignity and respect.
- A flexible and proactive approach to work.
- 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 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 4R of the Tate pay scales.

An appointment to this post will be made at the minimum of the band at £22,774 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](http://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/](http://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, 25 November 2018 by midnight.**

*Our jobs are like our galleries, open to all.*

