



Post: Head of Marketing
Reference: TG1957
Band: 2R
Department: Marketing and Communications
Contract: Permanent
Hours: Full-time
Reporting to: Director, Tate St Ives
Responsible for: Press & Communications Manager, Marketing Officer,
Communications Assistant, Membership Marketing Executive
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 TSI 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

Purpose of the Job

Working closely with the Director and as part of the Tate St Ives Leadership Team lead on the development, delivery and evaluation of an integrated marketing and communications strategy which connects Tate St Ives and the Barbara Hepworth Museum to its target audiences and help achieve its visitor and income targets.

Main Activities/Responsibilities

Leadership Team

- Contribute to the development and delivery of the overall Tate St Ives vision and strategy.
- Support the development of collaborative, cross-team working and processes to deliver Tate St Ives priorities.

- Support and facilitate two-way communication with the wider team, nurturing a culture of inclusion, dignity and respect.

Marketing and Communications

- Working with the Director, develop an audience strategy in line with the vision for Tate St Ives (TSI) and the Barbara Hepworth Museum and Sculpture Garden (BHM), supporting the delivery of visitor and income targets.
- Lead on the development and implementation of an integrated marketing and communications strategy working with the TSI team and colleagues across Tate.
- Develop and oversee the implementation of marketing campaigns to deliver target audiences and achieve objectives/target audience figures for TSI/BHM.
- Commission audience research and insight liaising with Tate's Insight and Audience Strategy Manager.
- Work collaboratively with TSI colleagues in Development, the Programme, Visitor Experience and Operations teams, the Café and the Shop, to offer marketing support to meet organisational objectives.
- Work closely with colleagues in Tate Audiences, Communications and Digital teams to ensure campaign synergy and to ensure that TSI programmes are promoted across galleries and through appropriate Tate channels.
- Contribute to Tate's brand development on behalf of Tate St Ives and ensure all Tate St Ives communications adhere to Tate brand and visual identity guidelines.
- Oversee the management of Tate St Ives design and print, working with Tate Design Studio.
- Develop and manage the internal signage scheme (wayfinding and promotional) working with Tate Design Studio and external agencies.

People Management

- Line-manage the Press and Communications Manager, Marketing Officer and Marketing and Communications Assistant, supporting the development of their skills and experience. Provide support to Membership Marketing Executive (dotted line).

Budget Management

- Manage the Marketing and Communications budget, including setting the budget, providing accurate, timely and up-to-date forecasts of spend to Finance and ensuring effective budget management processes are in place which are in line with Tate's financial procedures.

Internal and External Liaison

- Act as the lead contact and work with Visit Cornwall, CATA (Cornish Association of Tourist Attractions) and other tourist bodies to promote Tate St Ives locally, nationally and internationally.
- Develop promotional partnerships with other local and national organisations and brands, negotiating in-kind support.
- Represent the Director externally at local meetings and events as required.
- Act as TSI lead on membership working closely with Tate's Membership team in London.

Person Specification

Essential

- Significant demonstrable experience of managing integrated marketing and communications work and a proven track record of managing media and marketing campaigns to deliver visitor targets.
- Knowledge and experience of using digital innovation, social platforms and content to drive engagement.
- A creative and entrepreneurial approach and the ability to think and plan strategically and anticipate future trends.
- Proven ability to effectively implement a brand through all activity including the application of visual identity.
- Ability to make an effective contribution to a senior management team, by thinking strategically and working collaboratively with colleagues across the organisation to deliver results
- Proven ability to lead, motivate and manage staff at all levels and create an inclusive and respectful team environment that will enable everyone to maximise their contribution.
- The ability to articulate Tate's vision and make a compelling case for Tate St Ives.
- Significant demonstrable experience of the effective commissioning and use of audience research.
- Commercial insight, budget management and financial planning experience.
- The ability to work collaboratively at the highest level in a complex organisation with competing priorities, including across sites.
- A high level of personal effectiveness – able to plan, prioritise, deliver exceptional work to deadlines and experience of using a wide range of IT packages.
- Excellent communication, interpersonal and presentation skills both written and verbal with the ability to work effectively with all levels of staff and external stakeholders.
- A commitment to and understanding of the principles of diversity and inclusion as they effect the engagement of broad and diverse audiences.
- An interest in and commitment to the work of Tate.

Desirable

- A marketing qualification

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 2R of the Tate pay scales.

An appointment will be made at £40,000 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 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.
- Childcare Vouchers Scheme – offering savings on tax and national insurance.
- 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 **Thursday, 10 May 2018 by 17:00.**

Our jobs are like our galleries, open to all.

