



## **Job description**

<b>Job title</b>	Senior Marketing Manager
<b>Department</b>	Marketing & Communications Tate St Ives
<b>Contract</b>	Fixed term (12 months, starting December 2024)
<b>Salary</b>	£41,645 per annum
<b>Hours</b>	Full time, 36 hours per week
<b>Location</b>	St Ives, Cornwall
<b>Reporting to</b>	Head of Strategy & Business Plan (dotted line to Head of Marketing, London)
<b>Responsible for</b>	2xDirect Reports – Marketing Manager and Communications Assistant

## **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](http://www.tate.org.uk).

### **About the role**

The Senior Marketing Manager will work with the Head of Strategy & Business Planning and Head of Marketing in London, to develop Tate St Ives's marketing strategy, which it will then deliver - to build broad and diverse audiences, develop the Tate brand, achieve budgeted attendance figures and reach financial targets.

The Marketing team works very closely with colleagues in the Programme team, Visitor Experience and Operations locally in St Ives, and wider Tate teams in Audiences and Membership, as well as Tate Enterprises. Known for being passionate, creative and welcoming, the team are also brilliant at multi-tasking in what is a fast-paced environment.

### **About your team**

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### **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)

- Work with the Head of Strategy & Business Planning at Tate St Ives and Head of Marketing to develop and implement brand, destination and marketing strategies to meet audience and revenue targets.
- Create and deliver integrated marketing campaigns supporting Tate St Ives, including media planning across advertising, print, digital, partnerships, promotions, social media, online, onsite, and direct marketing, ensuring all audience and revenue targets are met.
- Alongside the Head of Marketing, act as brand guardian for Tate, working to ensure brand positioning and alignment across every touchpoint.
- Working with the Head of Press and Tate St Ives Leadership Team, host journalists and work with press and marketing managers to create press releases and send to contacts.

- Work with the Digital content, Design and Social Media teams on the production and commissioning of inspiring creative content that engages with broad and diverse audiences.
- Work with audience intelligence and data to ensure campaigns are tailored and effective in delivering the target audiences, and closely monitor and report regularly against KPIs, regularly recommending strategies to enhance performance.
- Design and deliver marketing solutions that promote commercial services from Tate Enterprises and Development, driving additional revenue streams related to Tate's products and activities.
- Lead on development of partnerships with relevant external organisations, community groups and tourist bodies to engage audiences with the gallery.
- Work with Development colleagues to form sponsorship proposals and manage agreed sponsor representation and visibility across marketing materials.
- Develop and sustain successful relationships with a range of agencies including media buyers, advertising agencies, designers, and digital agencies.
- Work closely with the Head of Strategy & Business Planning to lead and inspire a busy team to deliver work to the highest levels of performance, creativity and effectiveness, actively encouraging new approaches and considered risk taking.
- Work closely with the Senior Marketing Managers (CRM, Membership and Social Media) to deliver integrated marketing strategies.
- Manage stakeholder relationships across the organisation, ensuring consistency with brand strategy and visual identity, and liaising at all levels to agree advertising creative for campaigns.
- Manage the marketing budget, taking responsibility for ensuring effective processing, monitoring expenditure and obtaining value for money.

## **What you will bring to the team**

- Extensive experience of devising, implementing and managing effective marketing strategy and campaigns for a large organisation.
- Experience of delivering integrated campaigns across multiple platforms.
- An entrepreneurial approach combined with energy and enthusiasm to create innovative marketing campaigns.
- Experience of developing brand strategy to drive communications planning and organisational change for large brands or businesses.
- Experience of leading a high performing and engaged team.
- Experience of using audience data and intelligence to successfully inform strategy and planning.
- Experience in briefing and developing design work, working with brand guidelines and confidence in creative development and feedback.
- Excellent interpersonal skills, including negotiation skills, with the ability to achieve consensus among a number of different departments, and to gain senior agreement for communications recommendations.
- Excellent written communication and editorial skills.

- Experience of creating successful collaborations and relationships with a range of external partners.
- Excellent organisational skills, with the ability to prioritise a heavy workload and to work well under pressure.
- Experience of forecasting and monitoring budgets.
- An enthusiastic commitment to supporting inclusive environments and relationships at work, with experience of engaging well with diverse audiences.
- An interest in art, and a commitment to the work of Tate.
- Demonstrable understanding of diversity, inclusion and accessibility and the role Marketing can play in delivering in progress in these areas.
- Ability to work collaboratively with a diverse range of colleagues and treat all colleagues with dignity and respect.

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
- 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 3/5 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/](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 1 September 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.

