



Job description

Job title	Marketing & Communications Manager
Department	Marketing, Tate St Ives
Contract	Permanent
Salary	£36,067 per annum (Band 3S)
Hours	Full time, 36 hours per week
Location	Tate St Ives, Cornwall
Reporting to	Senior Marketing & Communications Manager

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 British art from the 16th century to the present day, and international modern art from 1900 to the present day.

Tate St Ives is a vital regional resource in Cornwall as well as an international centre of art and was awarded the highly prestigious Art Fund Museum of the Year Award 2018. Building on the success of its recent refurbishment and extension in late 2017, Tate St Ives presents exhibitions and displays drawn from the Tate Collection focusing on the history of Modern Art and St Ives. It also accommodates a comprehensive modern and contemporary exhibitions and events programme. Tate St Ives managed the Barbara Hepworth Museum and Sculpture Garden, which has been owned and run by Tate since 1980. It contains the largest group of Hepworth's works, permanently on display at Trewyn Studio and garden where she lived and worked from 1949 until her death in 1975. In 2015, Tate also acquired Hepworth's second studio in St Ives, the Palais de Danse, which is about to undergo capital refurbishment.

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

About the role

With a special focus on local and regional marketing, this Marketing Manager position has been developed to be a driving force in Tate's central goal to expand our reach and relevance amongst new and diverse audiences.

You will be part of a high-performing, warm and friendly team, responsible for marketing the world-class offering at Tate St Ives. From local events to our families' programme, and from our critically acclaimed exhibitions to all the amazing art you can see in our Tate Collection galleries, you will be responsible for bringing the full Tate experience to life through imaginative, exciting and effective marketing campaigns.

At the heart of all you do will be a mission to bring new visitors through our doors, with a particular emphasis on local and regional audiences.

You will be a collaborative team player, with the people skills and diplomacy to deftly manage complex projects with multiple stakeholders. You will be comfortable juggling a busy workload, delegating to and coaching junior team members while maintaining rigorous oversight of project

timelines and deliverables. With your strong ability to prioritise, you will remain organised under pressure.

You don't need expert art knowledge, or a background in the arts, to excel in this role. Ever-curious and inspired by a cross-section of culture, your audience-focused, strategic mind is brimming with creative ideas for advertising, content, and activations drawing on your extensive marketing experience from any field.

About the team

Tate's marketing team is responsible for developing and delivering Tate's marketing strategy - to build broad and diverse audiences, develop the Tate brand, achieve attendance forecasts and reach financial targets.

The Marketing team sits within the Audiences Division and works very closely with colleagues in Membership, Audience Insights and Curatorial. Known for being passionate, creative and welcoming the team are also brilliant at multi-tasking in what is a fast-paced environment.

What you will do

- Lead on marketing initiatives across Tate St Ives to achieve Tate's overall objectives including: local and regional marketing campaigns, destination campaigns, tourism, displays and exhibitions.
- Manage the marketing strategy for campaigns including identifying target audiences and devising and implementing campaigns covering the full marketing mix, with a particular focus on engaging with local and regional audiences.
- Develop inspiring creative and content that promotes Tate outside our walls, attracts and engages with broad and diverse audiences and meets objectives to drive reach, revenue and reputation.
- Work with the Senior Marketing Manager in the development of audience research as necessary.
- Work closely with colleagues in the design and photography teams and liaise across the organisation at all levels to agree advertising creative for campaigns.
- Work with Senior Marketing Manager and London Press Team to develop and implement press campaigns, including writing press releases, hosting journalists, sourcing and clearing images, securing coverage and pitching stories to members of the press.
- Copywrite for email, print, paid social, organic social, digital and press, ensuring all messaging is in line with Tate tone of voice.
- Day-to-day management of agency relationships, including media planners and buyers, advertising agencies, freelancers and other suppliers.
- Work on the development and delivery of innovative partnerships (tourist bodies, media partners, promotional partners, corporate members, sponsors, other arts organisations) for the benefit of Tate St Ives and their visitors.
- Ensure targets are met by monitoring effectiveness during campaigns and developing contingency strategies if required.
- Analyse and report on marketing performance to deliver insights and inform future activity.
- Use data and market research to inform marketing plans, using tools like Google Analytics, Marketing Automation and agency reporting.
- Evaluate the success of campaigns in producing post-campaign reports and sharing learnings with key stakeholders.
- Liaise with Tate's Development department on sponsorship and partner commitments - from assisting in the development of proposals to managing day to day relationships.

- Work closely with colleagues in Membership, Digital, Press, Curatorial, Tate Publishing, Learning and Eats and Enterprises to create campaigns that respond to all Tate touchpoints.
- Work closely with the Senior Marketing Manager to manage the marketing budget, following organisational procedures, monitoring expenditure and obtaining value for money.
- Act as a brand guardian for Tate St Ives working to ensure brand positioning and alignment across every touchpoint.
- Liaise with the central social media team to develop implement, and manage social media strategies to include writing copy, producing content and monitoring social media channels for industry trends and competitor activity.
- Collaborate with Commerce, Eats and programming teams to deliver, promote and attend events.
- Any other tasks adequate with the post.

What you will bring to the team

- A results driven approach with experience of devising, implementing and managing effective marketing plans to reach agreed KPIs.
- Creativity and flair – an entrepreneurial approach combined with energy and enthusiasm to create innovative marketing campaigns.
- Good visual literacy and understanding of the principles of branding and the motivation to create creatively standout work
- Excellent interpersonal skills, including negotiation skills, and the ability to achieve consensus among a number of different departments, and to gain senior agreement for communications recommendations.
- Experience of working collaboratively with other organisations - sponsors, media owners, promotional partners, tourist bodies, etc.
- Sound understanding of digital marketing to include strong analytics skills, comfortable manipulating data and using tools like Google Analytics to inform future marketing.
- A knowledge and understanding of local audiences and marketing opportunities.
- A highlight organised approach to work, with experience project managing multiple campaigns and collaborating in person and remotely with multiple stakeholders across multiple sites.
- Excellent written and editorial skills- able to confidently write effective copy for a range of contexts and channels.
- The ability to work as part of a team as well as to initiate and develop own projects.
- Well-developed management skills and a proven ability to organise, plan, work flexibly, juggle several projects simultaneously and deliver results on time.
- Highly developed attention to detail and excellent proof-reading skills.
- Experience of delivering integrated content and campaigns across multiple platforms.
- Experience of planning, producing and delivering social media content.
- Experience of briefing graphic designers, photographers, and digital content producers.
- Experience of managing budgets.
- Experience of managing agencies, freelancers and suppliers.
- An interest in art, culture and a commitment to the work of Tate.
- Ability to work collaboratively with a diverse range of colleagues and treat all colleagues with dignity and respect.

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

- Birthdays off each year
- 25 days leave per year, rising to 27 after 3 years of continuous service (pro rata for part time colleagues).
- 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 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 or email jobs@tate.org.uk. 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 July by midnight. It is anticipated that interviews will be held w/c 29 July if you are unable to attend interviews this week please highlight in the additional comments section.

