



Job description

Job title	Marketing Manager, Membership Loyalty
Department	Membership
Contract	Permanent
Salary	£40,000 per annum
Hours	Full-time, 36 hours per week
Location	Millbank
Reporting to	Senior Marketing Manager, Membership Loyalty
Responsible for	Marketing Officer, Membership Growth (x2)

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.

About the role

The purpose of this role is to plan and deliver effective loyalty marketing strategies that grow overall membership numbers, revenue and satisfaction.

About your team

The Tate membership team is responsible for delivering outstanding experiences for Tate Members, Tate Collective and email signups across all marketing channels and touchpoints. Working across the four galleries and collaborating with colleagues across the organisation, we're responsible for delivering on ambitious targets for retaining current Members, acquiring new Members and maximising revenue and satisfaction. Customer-focused and driven by data and insights, we're passionate about giving Members the best possible experience of art to build loyalty and deliver lifetime value.

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)

- Devise and implement loyalty marketing strategies to deliver against KPIs and the Membership business plan, across email, paid social, print, direct mail and digital.
- Oversee delivery of marketing communications to Tate Members to drive gallery attendance across the four sites, use of benefits, secondary spend and engagement (to be delivered by two Marketing Officers).
- Design robust testing plans and data driven campaigns using effective personalisation, segmentation and reporting to optimise renewal rates from current and lapsed Members, in collaboration with the Audience Insights team.
- Own collaborative audience and revenue targets, alongside the Senior Marketing Manager (Membership Loyalty) and wider teams including Trading, Digital and Enterprises.
- Create and optimise lifecycle marketing programmes to drive engagement and conversion, for example welcome programmes, renewal programmes, abandon basket, re-engagement.
- Oversee current membership communications, working with Tate's Design Studio, ensuring tone of voice and visual identity guidelines are always adhered to.
- Manage Tate Members' market research projects through external research agencies and alongside the Audience Insights team.
- Manage Tate Members' retention marketing budgets to demonstrate return on investment and effectively retain members.
- Work with the Editorial and Digital Content team to commission and distribute content to Members to deliver against objectives.
- Develop and maintain effective working relationships across Tate and externally with relevant agencies providing services for membership.
- Collaborate with Trading and Digital teams to optimise current Members' digital experience through A/B testing, conversion rate optimisation, segmentation, and responsive marketing.

- Act as a marketing subject matter expert with Technology, Insights, Trading & Digital Teams on Tate's digital platforms and systems, ensuring marketing business needs and data requirements are met.
- Work with the Audience Insights team on segmentation and data analysis, using qualitative and quantitative data to understand trends, insights, and identify opportunities to grow membership engagement and lifetime value.
- Champion and support compliant data handling processes within the wider marketing team, including GDPR best practice guidance and training.
- Coach and develop two Marketing Officers (Membership Loyalty), inspiring high levels of performance, creativity and technical proficiency.

What you will bring to the team

- Proven experience of planning and implementing sophisticated multi-channel CRM marketing strategies and campaigns, driving increased engagement and customer lifetime value.
- Proven experience of developing audience segments using customer data, purchase behaviour, web behaviour, geo-location and communications engagement.
- Practical experience of using marketing automation platforms for creating segments, automated programs, carrying out AB testing, performance analysis and reporting.
- A creative, innovative and entrepreneurial approach to marketing including exceptional copywriting and communication skills.
- Experience in creative briefing, working with brand guidelines and confidence in creative development and feedback.
- An understanding of quantitative, qualitative and user research methods.
- Experience managing external creative, digital and research agencies/suppliers.
- An excellent understanding of loyalty/engagement marketing, ideally within a membership, subscription, private sector or charity/arts environment.
- Proven experience in strategic planning and outstanding project management skills and experience.
- An ability to work unsupervised to a high level and to prioritise to deadlines.
- Excellent negotiating and influencing skills.
- Proven experience in planning and managing marketing budgets.
- An understanding of GDPR, data protection legislation and best practice application.
- Proven experience of being a team-player, with the confidence and ability to work collaboratively with different internal and external stakeholders.
- Strong people management skills and a commitment to proactively develop team members.
- A demonstrable understanding of diversity, inclusion and accessibility and the role Marketing can play in delivering progress in these areas.
- An ability to work collaboratively with a diverse range of colleagues and to treat all colleagues with dignity and respect.
- An interest in and commitment to the work of Tate.

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 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. 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 6 May 2024 by midnight. Interviews will be held on week commencing 20 May 2024.

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.

