



JOB DESCRIPTION

Post: Publicity and Marketing Co-ordinator

Department: Tate Commerce

Reporting to: Sales and Marketing Manager

The Company *Tate Commerce is a wholly owned subsidiary of Tate. Work at Tate Commerce ranges from publishing, retail and merchandising roles to operations, finance and licensing.*

Tate Commerce shares Tate's mission to promote public knowledge, understanding and enjoyment of British, modern and contemporary art. Its role is to maximise profits and extend the value of the Tate brand, to support Tate's work and collection.

The Department

Not content with being one of the world's leading art book publishers, we have also forged an award-winning range of children's books. We publish unique and cutting edge books which aim to reach the widest possible range of readers. With that in mind we also work hard to ensure our books are available globally and the key responsibility for this lies with the Sales & Marketing team.

Working with a number of commercial partners we promote and sell Tate Books into bookstores around the world, as profitably as possible

Purpose of the job:

*As a **Publicity and Marketing and Co-ordinator** you will be looking after all communications about our books, ranging from sales materials for sales reps and the book trade to press releases and social media content aimed at readers. You will be asked to devise exciting and engaging campaigns around key titles, working collaboratively with Tate's Publicity and Marketing teams, ensuring we keep on brand with the Tate message and taking advantage of its incredible reach.*



The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Symbol.



Main responsibilities and duties

Marketing

- Day to day management of the marketing budget; working creatively to get the most “bang for our buck”
- Designing of all sales materials to support the efforts of our sales team, including seasonal catalogues, order forms, posters and flyers.
- Producing creative and engaging e-bulletins highlighting new releases and incorporating timely info on other Tate titles.
- Collaborating with other departments to spot any promotional opportunities e.g. Tate shops (Online and Physical), Tate Catering, Tate Kids and the Public Programmes team.
- Helping to organise and promote events featuring Tate books and authors.
- Entering books to awards across the year
- Establishing relationships with any relevant bloggers, and devising seasonal e-newsletter to share with them.
- Taking the lead on Tate Publishing’s Twitter account and any updates to the webpage

Sales

- Maintaining internal and external mailing lists to include booksellers, press contacts and other departments within Tate. Oversee a twice-yearly mail-out of books catalogues and any other relevant marketing materials.
- Working with the creative publishing team, gathering materials for the wider sales team – title Information sheets, covers and inside spreads.
- Supporting our distribution partners in the USA, Australia and here in the UK; supplying artwork and information for their sales, publicity and marketing teams.
- Assisting with the organisation and planning of trade book fairs in London, Frankfurt and Bologna

Publicity

- Writing press releases and pitching many of our new titles to the media
- Responding to journalist queries – images/review copies/interviews
- Pitching authors/illustrator to festivals, bookstores and the media.
- Proactively sending out review copies to gain further coverage.
- Maintaining updated Press records

Person Specification

- Experience in a marketing or publicity role.
- Excellent administration skills
- Experience of relationship management



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- Computer literate – competent working with InDesign and all Microsoft packages.
- Experience of managing social media in a professional environment.
- Outstanding communicator both verbally and in writing, with the ability to pitch content appropriately for the audience. Creative, innovative and capable of contributing ideas clearly.
- Motivated with a keen focus on your own development

Competencies:

- An enthusiastic approach and willingness to contribute to the aims of the team.
- Organised and proactive with a strong sense of initiative and a positive “can do” attitude
- Accuracy and attention to detail are important to the role, to ensure high-quality communications that reflect the Tate brand.
- Ability to work collaboratively within a diverse team and treat all colleagues with dignity and respect
- Ability to work independently and manage one’s own work load, whilst also contributing as an integral member of the wider-team.
- Good time management skills are key to the role and the ability to juggle a wide range of competing demands



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