



## Job description

Job title	Lead Marketing Manager, Membership & CRM
Department	Membership
Contract	Fixed Term (12 months)
Salary	£54,027 per annum
Hours	Full-time, 36 hours per week
Location	Millbank, London
Reporting to	Head of Membership & CRM
Responsible for	Senior Marketing Manager Membership Loyalty, Senior Marketing Manager, Membership Growth CRM

## 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**

To lead the Customer Relationship Marketing (CRM) across Tate's membership schemes and known audiences in order to deepen engagement, increase reach, drive revenue and build reputation.

## **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)**

### **Marketing and Communications:**

- Lead marketing strategies for Tate Membership and CRM, ensuring audience and revenue targets are achieved, and positively positioning the brand across every touchpoint. This will include positioning, messaging and creative development, using the full marketing mix across integrated campaigns - advertising, CRM, digital, social media, content and direct marketing.
- In collaboration with the Insights Team, manage the development, implementation and iteration of a customer data strategy for membership segmentations and customer journey mapping, use audience data and intelligence to inform strategy and planning across Tate, and ensure a robust evaluation framework for all activity.
- Lead on all communications with Tate's Members ensuring communications are informed by intelligent segmentation, personalisation and optimised through robust testing, across digital, print, and direct mail channels.
- Collaborate with the Digital, Sales and E-Commerce, Visitor Experience and Visitor Communications teams to drive sales and improve audience and member journeys in both the physical environment of Tate's galleries and the digital environment of the Tate website.

### **Membership strategy and business leadership:**

- Support the Head of Membership on the development and growth of the Tate Membership and CRM activity, ensuring income levels and membership targets are achieved.
- Lead on Tate's Membership and CRM marketing strategy and planning, responding the Membership and CRM business plan and informed by rigorous data analysis, audience research and insight
- Support the Head of Membership and CRM on business planning, business continuity, risk management and budgeting including business analysis, the robust setting of KPIs, pricing and profitability, sales targets and forecasting.
- Provide hands-on leadership of subscription and renewals communication management, including compliance and legal accountability GDPR and data processing and gift aid and Direct debit management.
- Build effective working relationships with the Technology and Digital teams to enable the necessary systems and software support to deliver Tate's membership and CRM products, acting as the key business owner in major projects. Oversee data management for membership and marketing, ensuring best practice and adherence to regulations.

### **Leadership:**

- Lead the Tate Membership marketing team, providing clear direction, inspiration, guidance and support, to ensure that the work is of the highest standard and effectiveness, and that the team enjoy high levels of job satisfaction and engagement.
- Provide expert support and coaching on CRM technologies to teams across Tate to ensure technology is leveraged for business impact.
- Develop strong stakeholder relationships to drive organisational change, influencing senior leaders, and working collaboratively across divisions to achieve shared goals.
- Work collaboratively with colleagues across Tate to deliver against all Tate objectives aligning communications messaging and working with an entrepreneurial approach to support other income driving teams (eg. Marketing, Trading, Tate Eats, and Development) and audience development initiatives.
- Provide highly effective team management including overseeing workload, prioritisation, inclusive recruitment and retention, performance management, team development and training.
- Oversee the Membership Marketing budget, including planning and forecasting, ensuring resources are allocated for maximum impact.
- Deputise for the Head of Membership and CRM and perform any other duties as appropriate and as directed by the Head of Membership and CRM.

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

#### **Marketing and communications:**

- Substantial experience and a successful track record of leading, devising and delivery marketing strategy and planning for a major high-profile brand/s.

- Significant proven successful experience in integrated marketing across all areas of the marketing mix, including driving and delivering successful integrated campaigns, CRM, digital, social media, content and direct marketing.
- Expert technical capability in the use of marketing automation platforms for complex segments, automated programmes, personalisation, testing and analysis with the ability to explain this to non-technical colleagues
- Proven significant experience in successfully using audience insight and data to inform strategy and planning including working with customer insight and evaluation models.
- Significant experience in customer relationship management and audience segmentation.
- Expertise in digital marketing, including PPC, SEO, social media and email marketing, with proven knowledge and experience of digital innovation and managing high profile content to drive engagement.
- Proven experience in successful creative campaigns and content commissioning, with excellent editorial and visual judgement for the most impactful and compelling concepts, stories and imagery.

#### **Membership and business growth planning:**

- Proven experience of developing marketing strategy for a growing successful membership or loyalty programme of similar size and scale.
- Good working knowledge of compliance areas related to Marketing and Membership including Direct Debit, Continuous Payment Authority, subscription and renewals management, gift aid, GDPR and data management.
- An analytical thinker, with proven experience of analysing, interpreting and assimilating multiple data sources, including sales data, marketing performance, behavioural data and market research to inform development of strategy, product, service and experience development.
- An excellent understanding of the technical requirements necessary to support and effectively manage and leverage value from membership and CRM programmes.

#### **Leadership:**

- A proven track record in leading and managing busy and high performing team, with high levels of team satisfaction.
- Outstanding interpersonal and communication skills with the ability to lead and work collaboratively with multiple stakeholders of any level across a complex organisation to deliver results.
- Outstanding people management skills with proven experience of listening, coaching, mentoring and supporting individuals.
- Proven experience in creating positive team culture and a working environment which motivates and enables people to be their best.
- Proven knowledge of issues of equality and cultural diversity as they affect the work of a major museum and demonstrable commitment to continuously driving progress in diversity, inclusion and accessibility.

- Highly organised, able to manage a demanding workload and respond flexibly to changing priorities.
- 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/](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 10<sup>th</sup> March 2025 by midnight. Interviews will be held on week commencing 24<sup>th</sup> March 2025

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.



