

JOB DESCRIPTION

Job title:	Marketing Manager, Tate Events
Department:	Tate Eats
Reporting to:	Senior Marketing Manager, TEL with a dotted line to the Head of Business Development and Corporate Membership
Working with:	Events Business Development Team, Senior Marketing Manager and wider Tate teams

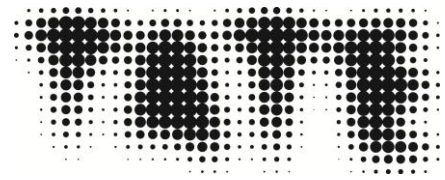
Who we are:

The Company: *Tate Eats is unique in the cultural world, a hospitality business whose purpose supports the vision and reach of Tate in all four of its galleries. All our profits are returned to Tate championing the right to the richness of art for everyone. Our business is multi-faceted, we run restaurants, cafés and bars while delivering a vast range of events from film premieres to boardroom lunches. We are though much more than that, we have a pioneering roastery setting the agenda on gender equality in the coffee supply chain. We brew beer, we blend gin, we create teas, we have a multi award-winning wine programme, we visit farms, we research and write menus in response to Tate's diverse programme, and we collaborate with artists and curators.*

The Department: *Tate Events has four business strands, venue hire, catering, corporate membership and tours and experiences. The team delivers an exceptional and diverse programme of private and corporate events across all Tate sites. From high-profile brand activations and industry dinners to intimate private views and receptions. The Tours and Experiences team runs an extensive tours programme across Tate Modern and Tate Britain, - expanding to St Ives from March 2026. Corporate Membership packages are currently available at both London sites, - expanding to St Ives from April 2026 and Liverpool in late 2026 ready for re-opening.*

The team supports income generation that directly contributes to Tate's bigger mission - to promote public knowledge, understanding and enjoyment of art. In this role, you will help promote Tate Events, driving awareness and commercial growth among prospective B2B and B2C clients.

In 2026 the team is planning for a period of growth and development, with new offerings in St Ives, the re-opening of Liverpool in 2027 and the expansion of its catering offer. To support this growth, we will be developing a new website that will enable us to share personalised information directly with clients.



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 Scheme Symbol.

Tate is proud of its commitment to diversity and inclusion which is set out in our Tate for All strategy. This strategy aims to improve diversity and inclusion at Tate through a process of organisational change and to make diversity and inclusion part of everything we do. Tate therefore expects all of its employees to actively contribute to promote diversity and inclusion as part of their role

About the role:

This role sits at the heart of Tate Events' commercial activity, responsible for shaping and delivering the marketing strategy that drives awareness, enquiries, and revenue for Tate's Events' wide private events offer.

As Marketing Manager, you will lead on all marketing activity for the Events team from digital and LinkedIn content, website development, to sales collateral, case studies and third-party listings. You will ensure that Tate's event spaces and services are represented with clarity, creativity and impact.

Working closely with the Head of Business Development and Corporate Membership, you will support strategic growth across B2B and B2C clients (corporate, agency and private), along with the Senior Marketing Manager, you will also collaborate with wider marketing colleagues to ensure alignment with Tate's wider business strategy, brand and tone of voice.

This is a hands-on role requiring a self-starter, confident in campaign planning, project management, copywriting, visual presentation, stakeholder management and content creation. You will also take responsibility for maintaining and commissioning event photography, updating Tate Event's digital channels, and ensuring that the Events team has compelling, up-to-date marketing collateral to support sales conversations and trade events.

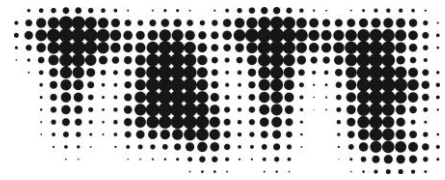
Main duties and responsibilities:

- Develop and implement a comprehensive marketing strategy that enhances the visibility and appeal of Tate Events to key audiences/prospective clients, ensuring alignment with commercial goals and Tate's wider brand values.
- Lead planning and delivery of marketing campaigns that drive enquiries and reinforces Tate Event's positioning within the competitive London & International venue sector.
- Collaborate closely with the Events Business Development team to support quarterly reporting, performance analysis and market insights
- Manage paid lead-generation ads to increase both the volume and quality of enquiries.



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- Maintain awareness of competitor activity, industry trends and audience behaviours to inform strategic decision-making.
- Identify opportunities for collaborative activity with Tate's exhibitions, programmes and partners, where appropriate
- Oversee the current Tate Events website and associated landing pages, ensuring information is accurate, up to date, and optimised for search (SEO) in collaboration with Tate Digital.
- A large part of this role will be to: Project manage the development of a new Tate Events website and continue to lead ongoing updates, functionality improvements and content enhancements thereafter.
- Manage Tate Events' LinkedIn presence, planning and producing regular posts that showcase events, case studies, behind-the-scenes stories and thought leadership relevant to the industry
- Create and adapt visual assets for digital and print, including graphics, email visuals, brochures, presentations and on-site promotional materials.
- Write compelling copy for newsletters, website content, social media, sales materials and sector communications.
- Plan, create and distribute e-newsletters for prospective clients using Emarsys, ensuring content is tailored to business needs and supports lead conversion.
- Maintain and grow the Events image and video bank, commissioning new photography and film where required.

Project Management

- Lead the end-to-end project management of the development of a new Tate Events website. This includes scoping requirements, coordinating cross-departmental stakeholders, managing timelines and budgets, and ensuring successful delivery against project objectives.
- Manage the Tate Events tone-of-voice and branding project, ensuring all communications and digital assets reflect a consistent, high-quality brand identity. This includes developing guidelines, collaborating with internal teams, and overseeing the implementation of the updated tone and visual style across all channels.

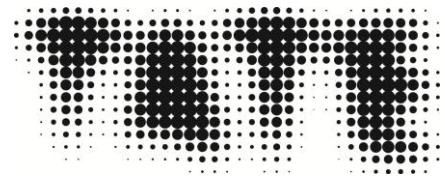
Sales

- Keep all sales collateral updated, ensuring it reflects the latest offer, spaces, capacities, pricing and galleries programme.
- Identify opportunities for increased visibility through third-party listings, directories and promotional platforms, and manage these relationships proactively.
- Produce written case studies of events, capturing client stories and successes that support Tate Events' brand proposition and sales pitch materials.
- Support the Head of Business Development with awards entries.
- Analyse performance data and campaign effectiveness to refine marketing activity, improve lead quality, and inform forward planning.



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Brand

- Ensure all client-facing materials (digital, print and onsite) reflect Tate's brand standards and maintain a consistent visual identity.
- Develop and maintain templates and tools that enable the Events team to produce professional, on-brand materials.
- Where required, brief and manage external designers, photographers, videographers to deliver creative assets.

Who you are:

Essential:

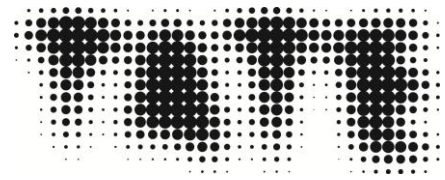
- Proven experience in marketing and project management, with the ability to balance multiple deadlines and stakeholders, ideally within the events sector, hospitality sector or cultural venues.
- Strong creative writing skills, with an ability to produce engaging and brand-aligned content across multiple marketing platforms.
- Confident digital marketer with experience in website management, SEO, social media and email marketing.
- Bring a commercially minded approach with a clear understanding of how marketing drives enquiries, conversions and revenue.
- Excellent organisational and project-management skills, with the ability to balance multiple deadlines and stakeholders.
- Strong interpersonal skills, with the confidence to collaborate across diverse internal and external teams.
- Proactive, adaptable and solutions-focused and have experience working in a fast-paced working environment.
- A keen eye for design and visual presentation, with the ability to create or adapt assets where required.
- Strong working knowledge of Microsoft Office and common digital marketing tools, ideally including Mailchimp (or equivalent), social media platforms, Canva, Google Analytics, and LinkedIn Campaign Manager.
- Excellent communication skills, demonstrating the ability to communicate effectively and positively with all colleagues and with a diverse customer base
- Ability to work collaboratively within a diverse team and treat all colleagues with dignity and respect
- A positive role model and team member, conveying a professional attitude and appearance at all times.
- Ability to multi-task, manage time effectively and maintain a high degree of accuracy whilst working under pressure
- Demonstrate a flexible, pro-active approach and willingness to work when and as required by the operational demands of the business
- An appreciation for Tate's mission and an interest in art, culture and the role of commercial activity in supporting the gallery.

Desirable:



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- Marketing experience within venue hire, catering, hospitality, corporate events or tourism industry.
- Understanding of customer segmentation and marketing analytics.
- Basic skills in photography and design.
- Familiarity with Tate's brand, audiences and exhibitions.
- Proactive self-starter, with a results-driven mindset.

Why join us?

Work-Life Balance & Benefits:

- Tate Day – a paid day off on Christmas Eve in addition to annual leave entitlement.
- Blended working policy – a flexible approach to onsite and remote working.
- Free staff meals when working shifts over 6 hours.
- Quarterly Performance awards recognising outstanding contributions.

Financial Benefits:

- Management bonus scheme – a potential bonus of 10% of your basic salary based on business performance.
- 'Your Benefits' – access to a huge range of discounts at shops and websites through the online platform and on the Smart Spending App.
- SmartTech & SmartFit schemes for tech purchases and gym memberships.
- Medicash health plan covering optical, dental, physiotherapy, and more.
- Tate discounts across retail, catering and the online shop.
- Recruitment reward scheme for successful new-hire referrals.
- Cycle-to-work scheme

Wellbeing & Development:

- Additional leave purchase scheme - Purchase up to an additional 2 weeks' annual leave and spread the cost over the year.
- Access to Tate's Employee Assistance Programme and mental-health first aiders
- Opportunities for professional development across marketing, leadership and sector-specific skills.

Culture & Access:

- Free entry to Tate exhibitions for you and up to five guests.
- Exclusive industry perks – through CODE Membership, NMDC access to national museums with your Tate pass and access to ICOM cards enabling free access to international museums and galleries.
- Free travel on the Tate Boat between London sites during office hours.



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