



Job Description

Job Title:	Marketing Officer, CRM
Department:	Membership & CRM
Contract:	Fixed term, 12 months
Salary:	£33,868 per annum
Hours:	Full time, 36 hours per week
Location:	Millbank, London
Reporting to:	Marketing Manager, 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.

About the role

The purpose of this role is to coordinate and implement Tate's CRM marketing activity, focused on creating relevant communications for our audiences to deepen engagement and drive revenue.

About your team

The Tate CRM & Membership team is responsible for delivering outstanding experiences for Tate Members, Tate Collective and email sign-ups 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 do

- Use Tate's email marketing provider (Emarsys) to manage, build and send email campaigns and automations including collating, writing and editing copy, sourcing images and clearing copyright, A/B testing and proofing
- Working with the Marketing Manager, CRM, to manage the schedule for Tate's direct marketing channels, working with internal stakeholders to assess and prioritise objectives across gallery attendance, e-commerce and membership
- Develop communication plans that retain and re-engage CRM audiences, using robust testing to improve performance over time
- Coordinate with content teams across Tate to ensure timely, relevant content is available for email audiences and that performance results and insights are fed back to wider teams
- Effectively manage relationships with our media agency to plan and deliver Google Ad campaigns
- Create and maintain reports (using Google Analytics, Emarsys, Looker Studio and Excel) to measure the success of direct marketing campaigns, including weekly data input, monthly roundups and post-project reports
- Provide support and guidance to non-specialist teams including email best practice, copywriting, scheduling, proofing, managing automations and segments and identifying opportunities for growth
- Provide technical support to non-specialist teams to streamline reporting and gather insights to improve conversion and engagement
- Work closely with the Marketing Manager, CRM to develop and implement audience journeys, customer segmentation and robust testing across marketing channels including email, paid social advertising and Google network
- Work with Tate's financial systems to process invoices and manage expenses following Tate's financial procedures

What you will bring to the team

- Experience delivering and optimising email marketing campaigns
- Understanding of marketing across channels like social, print, direct mail, PPC, and display
- Ability to write effective copy for a range of contexts and channels
- Strong analytical skills, comfortable manipulating data and segments using tools like Google Analytics to make informed decisions and recommendations
- Excellent, proven organisational skills, with an ability to manage workload and juggle multiple priorities
- Highly developed attention to detail and excellent proof-reading skills
- Ability to work diplomatically and effectively with a wide range of stakeholders to deliver projects, adhering to deadlines

- Ability to work collaboratively within a team
- Excited by innovation, you keep up-to-date with digital trends and new products
- Understanding of GDPR, data protection legislation and best practice application
- Demonstrable understanding of diversity, inclusion and accessibility and the role Marketing can play in delivering in progress in these areas
- Ability to work collaboratively with a diverse range of colleagues and treat all colleagues with dignity and respect
- An interest in and commitment to the work of Tate

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.

Employee Benefits

- Birthdays off each year
- 25 days leave per year, rising to 27
- 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
- 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: <https://jobsearch.tate.org.uk/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 11 January by midnight.

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.



