



## Job description

<b>Job Title</b>	Head of Marketing
<b>Department</b>	Marketing
<b>Contract</b>	Permanent
<b>Salary</b>	£72,769 per annum
<b>Hours</b>	Full-time, 36 hours per week
<b>Location</b>	Tate Britain, Millbank, London
<b>Reporting to</b>	Director of Audiences & Innovation
<b>Responsible for</b>	Senior Marketing Managers, London Galleries Senior Marketing Manager, Tate Collective & Partnerships Senior Social Media Marketing Manager

### 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

A world-renowned art gallery group is looking for a dynamic Marketing head to lead the next chapter of campaigns for Tate.

We are on a mission to make art available to all through our exhibitions, our collections, our programme and our buildings and seek a candidate who wants to connect audiences to our aims at scale.

## About your team

The Tate Marketing team consists of a group of highly motivated, passionate and creative cultural marketers from a variety of disciplines and backgrounds.

In a crowded marketplace, we gain audience attention across channels working with world leading artists, curators, cultural producers and beyond. Our partnerships regularly deliver national visibility, and our campaign creative is consistently in market across the year.

Our output is mighty, effective and our dedication to creative excellence sits across everything we do. The Head of Marketing role has the unique opportunity to provide leadership, vision and direction for the team and maintain the excellence it delivers.

## What you will gain

Joining the Tate marketing team means stepping into a world of genuine creative possibility. The brand carries real weight, opening doors to exceptional partnerships across media, with artists, brands and beyond that few organisations can match.

Here, you'll develop a sharp commercial instinct, learning to spot opportunities and build campaigns with the full force of an iconic brand behind you. For marketers who are ambitious, tenacious and creatively driven, it's a rare chance to do meaningful, high-impact work at one of the world's most celebrated arts institutions.

## What you will do (Main Duties and Responsibilities)

- Develop and lead an integrated marketing strategy for Tate focused on audience growth, returning visitors and reaching diverse audiences.
- Lead campaign strategy and planning for exhibitions, events and site destinations to meet audience and revenue targets.
- Lead on Tate brand strategy and act as brand guardian, ensuring consistent and positive positioning across all marketing touchpoints.
- Use audience insight, data and analytics to inform strategy, planning and evaluation, ensuring continuous improvement in marketing performance.
- Lead the delivery of integrated marketing campaigns across channels including advertising, digital, social, print, partnerships, promotions and onsite activity.

- Lead the strategic development and communication of marketing partnerships across media channels, brands and product collaborations to support campaigns and audience development goals.
- Drive audience development initiatives to reach new and diverse audiences, particularly young people, families, local communities as well as international tourist visitors
- Work closely with Membership and CRM teams to support audience acquisition, deepen engagement and grow Membership and Tate Collective participation.
- Lead campaign creative development and oversee the production of innovative marketing content in collaboration with the Design Studio and external agencies.
- Oversee social media and editorial marketing content to engage audiences, champion artists and encourage meaningful audience interaction.
- Manage agency relationships, media buying and marketing procurement, lead key marketing projects, and report performance and insights to senior leadership and Trustees.

## What you will bring to the team

- Substantial experience leading and delivering marketing strategy for major, high-profile brands.
- A strong track record of developing and delivering innovative, integrated marketing campaigns across multiple channels and media.
- Significant experience shaping brand positioning and audience strategies, with creative execution across diverse platforms.
- Expertise in digital marketing, including social, PPC, email and content, with a clear focus on delivering measurable outcomes.
- Outstanding creative and editorial judgement, with experience commissioning compelling campaigns and content across multiple media.
- Deep knowledge of the media and advertising landscape, including planning and buying across above- and below-the-line channels.
- Extensive experience using audience insight, data and segmentation to inform strategy, planning and evaluation.
- Experience developing campaigns and content that successfully reach and engage young people, families and broad, diverse audiences.
- Strong leadership skills with experience building and developing high-performing teams and working collaboratively across complex organisations.
- Excellent stakeholder management, communication and influencing skills, with the ability to build strong relationships and secure senior agreement.
- Sound financial management and planning experience
- A commitment to diversity, inclusion and the mission and values 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.

### Employee Benefits

- Birthdays off each year
- 25 days leave per year, rising to 27 (pro rata for part time colleagues).
- 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 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 19 April 2026 by midnight. Interviews will be held from 6 May 2026.

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.

