



JOB DESCRIPTION

Post: Marketing and Publicity Manager

Department: Tate Commerce

Reporting to: Publishing

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.

We are committed to reducing our carbon footprint and protect the environment and expect all staff to adhere to our Environmental Policy which can be found [here](#).

The Department Tate Publishing is a central part of Tate Enterprises Ltd, the commercial arm of Tate Gallery. We are one of the world's oldest and most respected publishers on the visual arts and our aim is simple: to bring the best new writing on art to the widest possible range of readers, across the UK and around the world. Our list today spans exhibition publications, illustrated children's books and general books about art, culture and society.



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.





Purpose of the job To plan and deliver creative, audience-focused marketing and publicity campaigns across Tate Publishing's portfolio, with a particular focus on raising profile and driving sales of trade and children's titles. The role works across the full marketing mix and contributes to the wider commercial strategy by identifying growth opportunities and reaching new audiences.

Main Duties and Responsibilities:

Campaign Planning and Delivery

- Plan and execute impactful online and offline marketing campaigns across Tate Publishing titles
- Deliver publicity campaigns including press strategy, media outreach and identifying cultural hooks and opportunities
- Deliver channel-specific campaign assets (social, Amazon, and in-store)
- Proactively identify and respond to media and cultural moments, ensuring Tate Publishing titles are positioned within wider/topical conversations

Digital and Influencer Marketing

- Manage social media and digital advertising, including Amazon and paid social campaigns
- Develop an influencer strategy, including researching relevant communities and contacts across art and cultural sectors
- Build relationships with influencers and partners to broaden reach

Content and Creative

- Write engaging copy for press releases, social media, book jackets, and advertising
- Oversee design and production of marketing materials, ensuring creative consistency and quality
- Responsible for overseeing a high quality of design and messaging across all communications to include advertising creative, presentation pitches, proofs, internal templates and more



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Stakeholder Management

- Collaborate with external agencies, designers, and media partners to deliver standout campaigns
- Work with Tate events and retail teams to create successful publishing events and promotions
- Work with retail and VM teams to explore and implement in-store promotions and publishing activity
- Brief and manage freelance publicists when required, to align with and elevate marketing campaigns

Editorial and Commercial Support

- Support editorial teams with pitches, launches, and author acquisition.
- Work with editorial team and with curators to create innovative pitches to acquire new authors as required

Performance and Planning

- Manage budgets and schedules, ensuring campaigns are delivered on time and on budget
- Track and analyse campaign performance, using insights to optimise future activity
- Monitor market trends and competitor activity to inform strategy

Person Specification:

Experience and Knowledge

- Proven marketing experience within publishing or a related creative field.
- Proven experience across both marketing and publicity campaigns, or a strong understanding of how the two disciplines work together

Skills and Abilities

- Excellent writing, communication, and project management skills
- A creative eye for design and messaging consistency



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- Confidence working across teams and managing multiple projects
- Strong analytical and presentation skills
- Experience of how to use social media scheduling platforms
- Excellent skills in MS Office (Outlook, PowerPoint and Excel)
- Knowledge of Canva/Photoshop/Adobe would be a plus

Personal Qualities

- A passion for art, publishing, and visual culture.

Additional Information

- This role is split between marketing and publicity component, requiring confidence across both disciplines



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