



## Job Description

<b>Job Title:</b>	Marketing Officer, Membership Growth
<b>Department:</b>	Membership & CRM
<b>Contract:</b>	Permanent
<b>Salary:</b>	£33,868 (Salary Band 4L)
<b>Hours:</b>	Full time, 36 hours per week
<b>Location:</b>	Tate Britain, Millbank, London
<b>Reporting to:</b>	Marketing Manager, Membership Growth

## Background

We're looking for someone to help grow and maintain one of the largest arts memberships in the world. Working across paid and owned channels, you will deliver effective marketing campaigns and communications to drive new membership signups. We're looking for people who are as comfortable writing copy or giving feedback on design as they are with digging into data and project managing campaigns.

This is a fantastic opportunity to join the CRM & Membership team at one of world's leading art institutions. Our 140,000+ Members are incredible advocates for Tate, making up a large proportion of our visitors and providing crucial support for our galleries, helping fund exhibitions, new acquisitions, and access to the collection.

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.

You can find further information about Tate on our website: [www.tate.org.uk](http://www.tate.org.uk).

## About the role

The purpose of this role is to deliver and optimise marketing campaigns to acquire Tate Members. We're looking for someone to deliver outstanding marketing communications to acquire Members. In addition, you collaborate with teams across Tate to increase membership acquisitions.

You are comfortable writing copy, giving feedback on design, carrying out data analysis, and project managing marketing campaigns. You have excellent organisational and communication skills: you will represent the membership team to deliver day-to-day operations, and you will liaise with the Membership Growth Marketing Manager and our media agency to implement membership strategies.

## 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

- Plan, deliver and optimise outstanding multichannel marketing campaigns to increase Members sign up across paid and owned channels, including email, social, print, paid search, digital display, influencers, and press.
- Brief and project manage the delivery of all membership acquisition creative in digital and print, working closely with Tate's Design Studio and external agencies.
- Oversee in-gallery membership promotion and messaging across all four Tate sites.
- Improve campaign effectiveness through A/B testing and segmentation.
- Create and maintain reports on marketing performance and inform future campaign plans using Google Analytics, Emarsys, Looker Studio and Excel.
- Write copy for email, print, paid social and digital, ensuring membership messaging is in line with Tate's tone of voice.
- Source images and clear copyright for Member campaigns, working with Tate's Legal team.
- Effectively manage relationships with our media agency to deliver campaigns.
- Collaborate effectively with teams across Tate to increase membership signups including Marketing, E-commerce, Membership and Ticketing Services, Digital, Audience Insights, Tate Liverpool and Tate St Ives, Tate Enterprises and Visitor Experience teams.
- Work with Tate's financial systems to process invoices and manage expenses following Tate's financial procedures.

## What you will bring to the team

- A creative and results-based approach to marketing with the ambition to achieve/exceed targets.
- Experience delivering and optimising marketing campaigns across multiple channels (for example email, social, print, paid search, press).
- Experience using Marketing Automation tools (e.g. Emarsys, Salesforce, Braze, Ometria or equivalent).
- A highly organised approach to work, with experience project managing campaigns with multiple priorities and collaborating with multiple stakeholders.
- Able to write effective copy for a range of contexts and channels.
- Highly developed attention to detail and excellent proof-reading skills.
- Strong analytical skills, comfortable manipulating data, and segments using tools like Google Analytics to make informed decisions and recommendations.
- A team-player, with the confidence to work with different stakeholders across Tate as well as with external partners.
- Entrepreneurial and proactive in coming up with innovative ideas and putting them into practice.
- 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 are 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 will 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: [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 5 July by midnight. Interviews will be held on 21 and 23 July.**

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.

