

DULWICH
PICTURE
GALLERY

WORK WITH US

PR and Marketing Manager
10 month FTC
Job information pack

OUTLINE

Job Title:	PR and Marketing Manager
Working hours:	Full-time; 37.5 hours per week* (we are also open to candidates who wish to work part time)
Term:	10 months, maternity cover
Salary range:	(Band D) £35,000-£38,000 dependent on experience
Department:	Communications
Reports to:	Head of Communications
Works closely with:	Digital Marketing Manager, Director
Application deadline:	Monday 8 April 2024

ABOUT THE GALLERY

Dulwich Picture Gallery is an internationally renowned art gallery and registered charity which has made great art accessible for the public ever since it opened its doors and set the blueprint for museums in 1817. With an iconic collection of European masterpieces and a dynamic programme of exhibitions, events, and community initiatives, we are passionate about engaging audiences and bringing art to life within our vibrant and creative spaces.

THE ROLE

We are looking for an experienced PR and Marketing Manager to join our busy communications team and lead on Dulwich Picture Gallery's press and media relations and traditional marketing campaigns. You will work across all aspects of the Gallery's diverse offering, planning and delivering creative campaigns for major exhibitions, audience development initiatives as well as high-profile capital projects and temporary installations.

As well as managing press and marketing campaigns for a thriving exhibitions programme that includes Yoshida: Three Generations of Japanese Printmaking and Tirzah Garwood: Beyond Ravilious, you will support on an ambitious brand refresh and an exciting public campaign for the Gallery's transformational capital project, Open Art.

ABOUT YOU

You will be a creative and proactive thinker with excellent people skills, strong relationships with journalists and with an instinct for a good story. Playing a management role in the team, you will work closely with the Head of Communications to develop an overarching press and marketing strategy, to drive footfall and engagement.

KEY RESPONSIBILITIES

Press and Media Relations

- Manage Dulwich Picture Gallery's press relations to maximise the organisation's profile and showcase the full breadth of our programme, overseen by the Head of Communications.
- Research, write and distribute press releases and pitch to journalists for features, interviews, comment pieces and reviews, pro-actively seeking and responding to coverage opportunities.
- Develop and nurture positive working relationships with a wide range of journalists, including critics and correspondents as well as artists, partners and other collaborators.
- Run press events and launches and coordinate photo shoots and filming.
- Work closely with the Digital Marketing Manager to seek and secure media partnerships to ensure maximum impact, in-line with our audience objectives.
- Work closely with the Gallery's Director to prepare for interviews and press events and actively seek profile opportunities.

Marketing

- Devise and deliver high-profile, impactful marketing campaigns which drive footfall and awareness meeting visitor and income targets for the Gallery's exhibitions and public and learning programmes.
- Quality control all print produced by the department and external contractors with close attention to detail.
- Oversee in-house design and installation of printed collateral and display posters
- Seek marketing partnerships that extend the reach of the Gallery and enhance the Gallery's reputation with target audiences.
- Produce the Gallery's seasonal What's On guide, gathering together copy and working with external designer
- Manage paid media for campaigns, ensuring best use of budget
- Working with the Head of Communications, help to produce the Gallery's seasonal members' magazine In View in close collaboration with the editor.

Other

- Work collaboratively with the Digital Marketing Manager to develop creative and integrated campaigns for exhibitions, events and major projects
- Take responsibility for project budget planning and management
- Carry out administrative tasks including the distribution of press coverage and responding to image requests.
- Ensure on site signage is kept up to date, and manage any changes as necessary
- Source press and marketing images for exhibitions and other projects, ensuring credits and permissions are recorded for colleagues.

This job description cannot be considered as exhaustive and other duties will be determined by circumstances as and when required.



PERSON SPECIFICATION

Essential

- Significant experience in press and media relations
- A strong record of planning and delivering successful, creative press and marketing campaigns that generate a breadth of coverage
- Sound knowledge of national arts press
- Interest in visual arts
- Exceptional writing skills
- Excellent communicator with creative flair and strong attention to detail.
- Confidence in working with all levels of staff and external stakeholders
- Excellent time management skills, able to prioritise, multi-task and successfully juggle many active projects and campaigns
- Confident at pitching stories to a broad range of media through written and verbal proposals
- Experience managing project budgets and timeline
- Sound understanding of print and design within the marketing sector

Desirable

- Experience managing external agencies
- Experience working on or contributing to rebrand projects
- Experience planning and booking paid media



ADDITIONAL INFO AND HOW TO APPLY

Annual Leave: 25 days' holiday per year, statutory Bank Holidays. The Gallery also offers all staff two discretionary bonus days as well as their birthday as annual leave.

Salary:
(Band D) £35,000-£38,000 dependent on experience

Benefits

- Hybrid working (this can be requested and is assessed within the constraints of the role)
- Discount in the Gallery shop and café
- Interest free season ticket loan and cycle to work scheme
- Part of the reciprocal arrangement with free entry to many museums and galleries across London
- The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008

How to apply:

Please send your CV and a covering letter outlining your suitability and why you are interested in the role to recruitment@dulwichpicturegallery.org.uk
Please also complete the Gallery's Equality, Diversity and Inclusion monitoring form.

The deadline for applications is Monday 8 April 2024. Interviews are expected to take place the week after.

We welcome any questions regarding the role. Please email as above. We are happy to support with additional resources and adjustments to make applying for this role easier. In your application please let us know how we can support you; this will not influence your application.

We recognise our responsibility to provide meaningful and relevant experiences for everyone. We welcome applications from people from all sections of the community and would like to encourage applicants from the Global Majority as they are currently under-represented in our organisation.



BRAND AND CULTURE

Our vision

A world where closer connection with art enhances life

Our mission

Unlock art for all, to spark ideas and imagination

Our Shared Idea

Bringing art to life and life to art

Our Values

Show you care

We care for our collection, our site, our audiences, communities and each other

Dare to try

We are ambitious and inventive, and unafraid to try new things; valuing creativity and considered experimentation

Bring others with you

We are open and communicative, creating and sharing opportunities through positive partnerships