

# WORK WITH US

Digital Marketing Manager  
Job information pack





## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title:</b>	Digital Marketing Manager
<b>Working hours:</b>	Full-time; 37.5 hours per week. Monday-Friday
<b>Term:</b>	Permanent
<b>Salary:</b>	£30,000-£35,000 per annum depending on experience (Band D)
<b>Department:</b>	Communications
<b>Reports to:</b>	Head of Communications
<b>Responsible for:</b>	Marketing Officer
<b>Works closely with:</b>	PR Manager
<b>Application deadline:</b>	5pm, Monday 21 June

### Who We Are

Dulwich Picture Gallery, founded in 1811, is the world's first purpose-built public art gallery. We care for and display our outstanding collection of Old Master paintings within Sir John Soane's pioneering architecture. As an independent gallery, we remain true to our founders' purpose of presenting art 'for the inspection of the publick' by engaging as many people as possible, of all ages and backgrounds, through our innovative interpretation and dynamic programme.

### Our Mission

To maximise Dulwich Picture Gallery's unique potential - its building, art, grounds, people and location - for future generations.

### Our Vision

To be an inspirational cultural destination for everybody - unlocking fresh perspectives through the art of the past and present.

### Our Values

#### We are:

#### Caring

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

#### Risk Taking

We are ambitious and agile, valuing creativity and considered experimentation

#### Collaborative

We are open and communicative, creating and sharing opportunities through partnerships and projects.

## About the role

We are seeking an experienced Digital Marketing Manager who will take responsibility for the development and roll out of the Gallery's digital marketing activities, including targeted email campaigns, paid social and digital advertising and data capture, to drive reach and revenue for the Gallery's exhibitions, events and commercial activities.

Reporting to the Head of Communications, the Digital Marketing Manager will line manage the Marketing Officer and will also lead on website management and development and social media strategy.

As digital lead at the Gallery you will work with other colleagues across the organisation and as such the role requires exceptional management as well as written and interpersonal communications skills.

## About the team

The Communications Team consists of Head of Communications, PR Manager, **Digital Marketing Manager** and Marketing Officer. We work closely and collaboratively together and in 2021/22 are working to meet and exceed visitor targets, grow the Gallery's membership and develop and re-engage our audiences.

## Key Responsibilities

### Campaigns and social

- Ensure that a fully integrated approach is taken to all campaigns with effective optimisation across existing and new digital marketing channels
- Develop and deliver high-profile, impactful digital advertising campaigns (including Google Display and grants, and paid social) for the Gallery's exhibitions, events and commercial activities, to increase engagement and meet visitor and income targets.
- Develop creative digital ads with support from the Communications Officer, the PR Manager and external designers
- Oversee the digital upload and communication of the Gallery's tri-annual events programme, including web upload and targeted email campaigns
- Manage and develop the Gallery's email marketing campaigns to support the Gallery, its shop, membership, programme and commercial activity
- Manage external film production companies and oversee the creation of impactful video content
- Manage social media activity for the Gallery, developing the organisation's brand in the digital space and driving engagement and social participation
- Manage the Gallery's YouTube account, uploading video as needed

### Website and CRM

- Manage the Gallery's main website, and the agency responsible for it, and any major developments and enhancements
- Manage the Gallery's online ticketing website, and the agency responsible for it, ensuring the user experience and checkout process is kept in line with leading ecommerce standards
- Drive innovation in the Gallery's approach to customer engagement and income, proactively exploring new ideas for segmentation, reporting, personalisation and automation
- Lead on CRM analytics, working with the Head of Communications to better understand customer behaviour, and booking trends and patterns.
- Be the designated 'Super user' within the Communications department for the Gallery's CRM system (Tessitura). This involves managing the online ticketing integration, including future online membership developments, along with key integrations such as the Gallery's email platform (WordFly).

## Other

- Oversee the digital marketing budget, finding ways to save on expenditure
- Oversee digital signage via screens at the Gallery
- Implement necessary changes to communication methods and data capture in order to remain GDPR compliant, Manage and utilise Google Analytics to report regularly on site visitation patterns.
- Work with the Head of Communications to develop the Gallery's audience research and evaluation methods

## Person Specification

### Essential

- A minimum of three years' experience in the field of marketing or cultural communications or similar
- Excellent communicator with creative flair and strong attention to detail.
- Experience managing paid digital marketing campaigns in particular with Google Display and paid social
- The ability to work quickly and accurately in a small team and also work independently.
- Experience in writing planning engaging content for email and social.
- Experience of working with budgets
- Experience using CRM (ideally Tessitura) and analysing audience data to inform actions and understanding
- Experience using website Content Management Systems
- Experience with email marketing software (preferably Wordfly) and automation
- Experience of paid search engine marketing
- Knowledge of MS office applications and the Adobe Creative Suite
- Experience with data analytics and sales reporting, with demonstrable experience of optimising campaigns based on insight
- A passion for the visual arts

### Desirable

- Line-management experience
- Qualification in marketing
- Experience using HTML
- Experience briefing and booking designers and external contractors

### Additional information and benefits:

- Annual Leave: 25 days' holiday per year, statutory Bank Holidays and two discretionary bonus days.
- Flexible and remote working (this can be requested and is at the discretion of the line-manager and 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
- Pension: The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008

### How to apply:

To apply, please send your CV and covering letter outlining your suitability and why you are interested in the role to [l.bee@dulwichpicturegallery.org.uk](mailto:l.bee@dulwichpicturegallery.org.uk)

The deadline for applications is **5pm on Monday 21 June**. Interviews are expected to take place week commencing Monday 28 June and will be held over Zoom