

# DULWICH PICTURE GALLERY

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title:</b>	<b>Marketing Manager</b>
<b>Working hours:</b>	Full-time; 40 hours per week (evening and weekend work may be required)
<b>Term:</b>	Permanent
<b>Department:</b>	Communications
<b>Reports to:</b>	Head of Communications
<b>Responsible for:</b>	Communications Coordinator
<b>Works closely with:</b>	Press and PR Manager

### **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 our founders' purpose of presenting art 'for the inspection of the publick' while engaging as many people as possible, of all ages and backgrounds, through our creative programme.

### **Our Mission:**

We are engaged in a continuous process of planning, delivery, evaluation and development in order to unlock the Gallery's unique potential: our location, art and people.

### **Our Vision:**

Our mission is underpinned by our vision to secure the Gallery's future as a welcoming, vibrant hub where you - everybody - can Find Yourself in Art

### **Our Vision in Action:**

In the intimate setting of the world's first purpose-built public art gallery  
Find Yourself surprised by 'oh-wow' visual encounters  
Find Yourself at home in a space where you feel welcome  
Find Yourself transported by history and imagination  
Find Yourself nourished by creativity and contemplation  
Find Yourself connected with paintings and people  
Find Yourself in Art

### **Our Values:**

We are a hard-working, high-achieving team that values inter-departmental working and openness. We live out our values in our daily work and decision-making so that they are central to our identity.

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

## Purpose of job

As a pivotal member of the Communications team you will plan, implement and manage integrated marketing campaigns for Dulwich Picture Gallery. From exhibitions to learning programmes, venue hire to retail as well as the Dulwich Pavilion, your campaigns will drive reach, revenue and reputation.

As well as hands-on delivery of creative campaigns across the Gallery's full offering, you will also develop the organisation's online channels, including the development and day-to-day running of the main website (including the new online ticketing website), communications through email marketing and social media and audience data management and evaluation.

## Main tasks and responsibilities

### Marketing and Brand

- Develop 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.
- Work collaboratively with the press manager to ensure a joined-up campaign approach.
- Quality control and sign-off all print and digital content produced by the department with close attention to detail.
- Oversee in-house design and installation of printed collateral and display posters
- Develop and manage marketing partnerships that extend the reach of the Gallery and enhance the Gallery's reputation with target audiences.
- Liaise with colleagues across the Gallery to develop and implement marketing strategies for commercial growth (with a focus on retail, event hire and fundraising).
- Provide support for the production of the Gallery's tri-annual What's On brochure including overseeing the upload of complete season on Gallery website and other listings sites
- Brief and manage a range of external agencies providing services for media buying, digital, advertising, marketing, design and print distribution.

### Digital

- Ensure that a fully integrated approach is taken to all campaigns with effective optimisation across existing and new digital marketing channels
- 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 main website, and the agency responsible for it, ensuring it remains fit-for-purpose and in line with other market-leading arts institutions
- 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
- 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).
- Manage and facilitate the Gallery's email campaigns
- Research, assess and pursue new digital concepts and trends which may be in the Gallery's best interests.
- 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 usage patterns.
- Manage and develop the Gallery's SEO and PPC activity
- Manage major website developments and enhancements in liaison with senior colleagues and external agencies
- Manage external film production companies and oversee the creation of creative and impactful video content

### Audience Insight and Analysis

- Work with the Head of Communications and Head of Learning and Audience Development to help coordinate market and audience research projects, including visitor and non-visitor focus groups, and visitor surveys.
- Develop and embed audience segmentation across the Gallery's email and digital communications to ensure campaigns are targeted and effective
- Monitor and analyse visitor data utilising the Tessitura CRM system and other data sources

- Monitor and analyse online visitor numbers using Google Analytics and other tools to report regularly on site content and visitation patterns
- Provide input into visitor analysis reports for the Gallery, disseminating information both internally and externally as required

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

## Person specification

### *Essential attributes*

- Excellent communicator with creative flair and strong attention to detail.
- Significant experience of fully integrated marketing delivery across other paid-for digital (display and social media) and non-digital channels
- Experience of paid search engine marketing
- A minimum of five years' experience in the field of marketing or cultural communications or similar
- Strong digital marketing and web experience at both a practical and management level
- In-depth knowledge of the marketing environments and tasks including campaign planning, branding, social, audience insight and digital strategies.
- IT literate with knowledge of MS office applications and the Adobe Creative Suite
- Line-management experience
- Highly organised, able to prioritise varied workload
- Experienced in writing and delivering engaging content for email and social.
- Experience with data analytics and sales reporting, with demonstrable experience of optimising campaigns based on insight.

### *Desirable attributes*

- Qualification in marketing
- Degree in marketing, communication, business or other related field.

## Terms and conditions

Salary Range: Band D - £28,000 - £41,000 per annum. Please note, it is the Gallery's standard company recruitment and selection practice to offer and appoint at the lower end of the salary scale, commensurate with experience.

Normal office hours: 9-5pm Monday- Friday with one hour break for lunch. This role may also require occasional out-of-hours work as the needs of the business dictate.

Leave: 25 days' holiday per year, statutory Bank Holidays and two discretionary, non-contractual 'Gallery' days. The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008.

### **Application Process:**

The deadline for applications is 5pm on Monday 6 August. Interviews are expected to take place week commencing Monday 13 August.

To apply, please send your CV and covering letter outlining your suitability for the role to [recruitment@dulwichpicturegallery.org.uk](mailto:recruitment@dulwichpicturegallery.org.uk)