

Marketing manager

Reports to: head of marketing

Department: communications

Contract: permanent

Overview

The Design Museum reopened its doors in a newly refurbished home in Kensington in November 2016. One year and about 800,000 visitors later, the museum is looking for an exceptional Marketing Manager who is highly analytical, digitally switched on and eager to learn. The purpose of this role is to implement marketing campaigns that ensure the museum reaches its targets across the full range of its activities. The successful candidate will be a passionate marketer, with flair, tenacity and a love of data. There are some incredible stories in design and you will be essential in telling them.

Job scope

The role manages the Marketing Officer and the Digital Communications Officer to ensure that all marketing, web and social media supports the museum's mission and meets targets, and includes some management of volunteers.

Job description

Campaigns

- Key responsibilities are to plan and implement evidence-based marketing strategies to deliver target revenue for the museum's entire portfolio of income generating activities – including exhibition admissions, learning, public programme, events, retail and membership.
- Brief agencies and manage day-to-day relationships, including media planners and buyers, designers, printers and other suppliers to deliver campaigns.
- Manage, optimise and report on social media and PPC advertising campaigns in-house, with the support of the Marketing Executive.
- Develop email and customer relationship management (CRM) strategies to drive audiences and deliver Key Performance Indicators.
- Negotiate and deliver media partnerships and third-party promotions to reach audiences and impact Key Performance Indicators
- Manage the production of marketing collateral and on sale procedures across all museum events, following the museum's brand guidelines.
- Monitor campaigns daily, produce evaluation reports and usable insights for all campaigns in a timely manner.
- Manage campaign budgets and, making sure all costs are kept within targets. Including processing all related administration, with the support of the Marketing Executive.

Audiences and engagement

- Support senior management in reviewing and implementing the audience development and marketing strategy for the museum to achieve Key Performance Indicators and reach target audiences.
- Develop and manage signage and wayfinding onsite to enhance visitor experience.

- Commission and create a range of digital content that appeals to the museum's audiences, reflects the museum's vision and supports its income targets.
- Work with the museum, external contractors and stakeholders to ensure that design quality, sustainability, accessibility and social inclusion are embedded in all marketing and digital projects.
- Work with the Development Team and their work with sponsors and partners to help them achieve targets and effectively manage stakeholders.
- Maintain relationships with partners such as other arts organisations, concierges, group travel organisers, ticketing agencies, tourist bodies and guide books to promote the museum to core and new audiences.

The Design Museum web presence

- Develop the Design Museum's main website using audience insights to reflect user needs, drive audiences maximising engagement and income opportunities.
- Manage all of the museum's websites to ensure quality, purpose and relevance with target audiences.
- Work with the museum's curators to establish and deliver an innovative content plan for use all channels including social media and websites.

Data insight

- Maximise data capture across the museum in order to analyse audiences and marketing data that produce reports to inform all aspects of income generation.
- Adhere to best practice for data management and champion this across the museum.
- Implement digital marketing strategies across the entire visitor journey using digital tools and insights such as SEO, PPC, Google Adwords and social media.
- To initiate and analyse appropriate customer and market research to understand the needs and views of all customers, to understand barriers to purchase and routes to overcome them.

People management

- Lead, motivate and develop direct reports to deliver high quality communications strategies. Lead by example to demonstrate and embed the museum's values within the team and the wider museum.
- Continual development of your team, recognising success and addressing areas for development, supported by the annual appraisal process.
- Working with and supporting volunteers and ensuring their full integration into the Communications team.

Person specification

Knowledge and experience

Essential

- Well-developed commercial acumen and strong digital marketing expertise.
- A keen storyteller with well-developed communications skills and proven success in developing digital content and engagement strategies.

- Experience of developing and implementing CRM strategies.
- Extensive experience of planning, executing and evaluating effective marketing campaigns that deliver clear and accountable return on investment.
- Analytical and highly numerate and demonstrable experience of budget management.
- Excellent organisational and time management skills, especially the ability to prioritise a busy workload and to work flexibly under pressure.
- Good team player, thriving in a very busy environment with patience and empathy even when under pressure, without the need for supervision.
- An energetic, self-starter, with the ability to use their initiative to problem solve.
- Good visual literacy.
- An interest in and commitment to the work of the Design Museum.

Desirable

- Marketing qualification
- Experience working with MHM's Culture Segments
- Experience with digital programmatic campaigns
- E-Commerce marketing experience
- Experience of working with creative and media agencies

Terms and conditions

Salary: up to £35,000 per annum, dependant on experience

Holidays: 25 days per annum

Hours: full time, 40 hours per week.

The museum offers many other benefits including access to a defined contribution pension scheme, season ticket loan, childcare voucher scheme, cycle to work scheme, free entry for friends and family to the museum, a variety of staff discounts including the museum shop and restaurant and free entry to a wide number of galleries and museums in London.

Application process

To apply please email a covering letter which addresses the criteria as set out in the person specification, CV and Applicant Information Form to applications@designmuseum.org.

Please quote job ref: MarkMan/2017 in the email subject header

Closing date for applications: Sunday, 7 January 2018, midnight.

Interviews: 15 and 16 January 2018

Second round of interviews: 22 January 2018

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The Design Museum is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

About the Design Museum

The Design Museum is building the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. For the Design Museum, design is a continually evolving subject which it explores through its exhibitions programme, permanent collection, learning and research activities. It is a way to understand the world and how you can change it. The museum's mission is to create the most engaging, exciting and inspiring design museum in the world.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing an important role in putting design and architecture on the cultural agenda.

The museum recently relocated from its home in Shad Thames to the landmark 1960s building in Kensington, West London. Leading designer John Pawson will convert the interior of the building creating the museum's new home, giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programmes.

Our mission, vision and values

Our vision

We want everyone to understand the value of design

Our mission

To create the most inspiring, exciting and engaging Design Museum in the world

Our values

Welcoming everyone to the museum and making them feel it's a place for them

Collaborative engaging with many partners to bring our vision to life

Enterprising working hard to make the museum a financial success and build a strong commercial reputation

Provocative challenging people to look and think afresh about design

designmuseum.org