

head of marketing

Reports to: commercial director

Department: communications

Contract: permanent

Overview

The Design Museum has reopened in a fantastic new space in Kensington. This exciting new role of Head of Marketing will provide strategic direction for marketing activity across the museum and lead the Marketing Team in the delivery of multi-platform, content-rich campaigns that deliver the museum's brand and business objectives. You will focus on acquisition, retention and development of audiences across destination, exhibitions, learning, retail, catering, events and publishing.

Working with colleagues across the museum in fundraising, events, retail, exhibition and finance, you will define an organisation-wide marketing strategy that builds market share of target audiences. You will champion and embed a strong audience focus throughout the museum. The role will suit someone who is looking for an exciting opportunity in a fast-paced environment and is looking to make an immediate impact.

Passionate about using data insight to achieve targets, you will conceive and commission research programmes across physical and digital platforms that inform programming, service provision, effective campaign planning and deliver KPI reporting.

Job scope

This role leads a team, including direct report of Marketing Manager and Press Manager, to deliver multi-channel campaigns that primarily drive attendance to temporary exhibitions, achieve stretching visitor targets and build a coherent positioning as an authority on design. Responsible for a budget of circa £350K, this role manages the marketing function to deliver its business objectives and KPIs for visitor and customer targets.

Job description

Strategy

- Define and deliver a marketing strategy for the museum that consistently enhances the efficiency of spend and builds market share of target audiences
- Develop strategies to achieve income targets, including the pricing strategy for exhibitions.
- Devise, implement and champion the CRM strategy to deliver an exceptional customer experience through CRM/ Email.
- Own retention marketing through CRM by adding customer value and engagement.
- Deliver strong ROI within defined budgets
- Manage a high performing team across marketing functions to ensure the effective delivery of campaigns for the public offer.

- Build on data analysis to define, commission and analyse research programmes across physical and digital platforms that inform product development, service provision and effective campaign planning.
- Own and report KPIs and market insights to Senior Management Team and Trustees. KPIs include visitor figures and income for exhibitions, retail, events, publishing, and learning. Represent audiences and deliver marketing insight at both the Visitor Numbers and Content and Programme Groups.
- Contribute to the successful delivery of complex sponsorships and partnerships

People management

- Lead, motivate and develop the Marketing Team 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.
- Work with and support volunteers to ensure their full integration into the museum

Campaigns

- Direct the marketing mix for the museum's public offer: creative development, onsite, outdoor, digital, social and communities, CRM e-marketing, digital marketing (including PPC, SEO, RTB, retargeting, Facebook ads, AdWords and affiliate marketing) promotions and partnerships.
- Oversee all marketing activity at the museum, as the museum's lead, providing direction and guidance on efficiency of spend for all business and commercial units including destination, exhibitions, learning, retail, catering, events and publishing.
- Act as one of the museum's brand champions, working with colleagues across the museum to ensure the brand is maintained, including commissioning and developing award winning marketing campaigns and creative.
- Identify and work with external agencies and suppliers to ensure outstanding value and quality
- Keep up to date with external developments in the marcomms arena to ensure the effectiveness of the museum's marketing activities.

Person specification

Knowledge and experience

Essential

- An analytical mind with the ability to interrogate and articulate the museum's strategic objectives and work in collaboration with key partners across the museum to inform marketing strategy and practice.
- Significant experience of championing and embedding a focus on audiences within an organisation. Including developing market based segmentation models and embedding these within a museum or equivalent consumer facing environment

- Demonstrable experience of successfully building and managing multi-skilled teams across marketing functions (research, campaigns, CRM, social, digital, communities), in an attraction, retail or other fast moving consumer environment.
- Multi-channel experience balancing the full marketing mix in campaign planning to achieve brand and business objectives: creative development, outdoor, digital, social and communities, CRM and e-marketing, promotions, pricing strategy and partnerships.
- International marketing experience
- Significant brand management experience
- Significant experience of managing budgets with a track record of achieving high ROI
- A great communicator with the ability to develop and maintain effective and valuable relationships that enable collaboration across diverse teams with key internal and external stakeholders
- Innovative, creative and future facing, with the strength and inspirational leadership to test and champion new working practise across teams

Desirable

- Familiar with demand side platforms (DSPs) and adservers (e.g. Doubleclick Bid Manager, Doubleclick Campaign Manager)
- Experience working with PPC and social bid management tools (e.g. Adobe Media Optimizer, Kenshoo, Marin) and search optimisation
- Additional knowledge of real time bidding (RTB) programmatic display buying, retargeting, Facebook ads, and affiliate marketing
- First degree/ degree level in marketing or equivalent

Terms and conditions

Salary: £40,000 - £45,000 per annum, dependant on experience

Holidays: 25 days

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: HofMark/2017 in the email subject header

Closing date for applications: Monday 6 February 2017, 9am

Interviews: 9 and 10 February 2017

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 to inspire 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