

## Marketing officer

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**Reports to: marketing manager**

**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 Officer 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. There are some incredible stories in design and you will be essential in telling them.

### Job description

#### Campaigns

- Assist in the development of marketing campaigns for the museum's exhibitions and the programme of learning activities and talks.
- Coordinate advertising schedules, including booking adverts, updating specs and ensuring sign off to deadlines.
- Coordinate the production of onsite marketing collateral and signage.
- Research, develop and maintain relationships and reciprocal marketing opportunities with partners such as other arts organisations, concierges, group travel organisers, tourist bodies and guide books to promote the museum.
- Deputise for the Marketing Manager and Digital Communications Officer as required.

#### Digital

- Plan, set up, optimise and report on social media, digital programmatic and PPC advertising, with the guidance of the Marketing Manager.
- Manage the email-marketing schedule, draft emails and report on results.
- Produce animated GIFs, simple video and image edits and digital content for social media and web use.
- Work closely with the Digital Communications Officer to manage the website content.

#### Administration

- Support the Marketing Manager in managing the marketing budget, following organisational procedures, monitoring expenditure and obtaining value for money.
- Working within the museum's financial systems, raise purchase orders and administer the processing of invoices following museum's financial procedures.

#### Data Management

- To work with the Marketing Manager to take advantage of data capture opportunities across the museum.
- To work with the Marketing Manager to manage the marketing database with day-to-day responsibility for ensuring the information is up-to-date and accurate.
- Support the Marketing Manager in the development and operation of the CRM and e-marketing system.
- Adhere to best practice for data management and champion this across the museum.

#### **Evaluation**

- Support the Marketing Manager with audience development including audience research.
- Support the Marketing Manager in producing reports to evaluate campaigns.

#### **Volunteers**

- Working with and supporting volunteers and ensuring their full integration into the Communications team.

#### **Person specification**

##### **Knowledge and experience**

###### **Essential**

- A degree or post-graduate qualification in marketing/or communications (or equivalent).
- Demonstrable knowledge of the principles of marketing.
- Experience of planning, executing and evaluating marketing campaigns.
- Excellent interpersonal and communication skills, both written and verbal, including the ability to write for the digital environment.
- 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.

###### **Desirable**

- Good visual literacy and understanding of the principles of branding.
- Experience of budget management.
- Digitally literate with a good knowledge of social media, digital marketing print marketing and CRM/marketing databases.
- An interest in a career in arts marketing and marketing.
- An interest in and commitment to the work of the Design Museum.

##### **Terms and conditions**

**Salary: up to £23,000 per annum, dependent 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](mailto:applications@designmuseum.org).

**Please quote job ref: MarkOff/2018 in the email subject header  
Recruitment for this role is ongoing between 12 and 23 February 2018  
with interviews taking place during this period.**

**Early application is advised.**

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 end of the interviewing period 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 converted 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.

**[designmuseum.org](http://designmuseum.org)**