

## Marketing officer

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**Reports to: marketing manager**

**Department: communications**

**Contract: permanent**

### Overview

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. In 2016, the museum reopened in a fantastic new space in Kensington, the site of the former Commonwealth Institute building in west London.

The marketing team deliver an exciting range of multi-platform, content-rich campaigns, focusing on the acquisition, retention and development of audiences across destination, exhibitions, learning, retail, catering, events and publishing. The Marketing Officer supports the team to deliver these campaigns and promote the museum to new and existing visitors, supporting the museum's mission and to meets its targets. An opportunity has arisen to be part of the team who recently opened a world leading museum in its new home in London.

This role requires a resourceful, energetic individual with demonstrable knowledge and skills gained in a marketing environment. They will have excellent communication and organisational skills and thrive in a fast-paced environment.

### Job description

#### Campaigns

- Assist in the development of marketing campaigns for the museum's exhibitions to attract new and existing audiences to meet visitor and income targets.
- To assist in the development of marketing campaigns across the museum including learning, public programme and retail campaigns.
- Implement campaigns that use the most effective marketing mix including digital marketing, advertising, print, media partnerships, third party promotions and direct marketing.
- Assist in the day-to-day management of agency relationships including media buyers, creative agencies, printers and other suppliers to deliver campaigns.
- Manage advertising schedules, including booking adverts, commissioning creative agencies, updating specs and ensuring sign off to deadlines.
- Manage distribution of marketing collateral including booking distribution networks and maintaining contacts.

- Maintain relationships with partners such as other arts organisations, concierges, group travel organisers, tourist bodies and guide books to promote visitors to the museum.
- Support the museum's Development department on sponsor relationships - from contributing marketing input into sponsorship proposals to managing day-to-day sponsor marketing needs.
- Deputise for the Marketing Manager and Digital Communications Officer as required.

### **Digital**

- Manage a proportion of the day-to-day e-marketing and digital marketing campaigns across the museum including e-newsletters, reciprocal marketing, Google AdWords, social media content marketing and advertising.
- Work closely with the Digital Communications Officer to manage the website content.

### **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 evaluating marketing effectiveness.

### **Volunteers**

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

### **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.

## **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/2017 in the email subject header**

**Closing date for applications: 26 March 2017, midnight**

**Interviews: 30 and 31 March 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 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.

### **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**