



## **Marketing Department Work Placement**

The Royal Academy of Arts is one of the UK's foremost arts institutions, famous for our world class exhibitions including Van Gogh, Anish Kapoor and David Hockney. Our purpose is to be a clear, strong voice for art and artists. Our public programme promotes the creation, study and enjoyment of art to a wide range of audiences through exhibitions, education and debate.

The marketing team, part of the wider Public Engagement department, creates marketing campaigns to support the activities of the Academy. Our activities include audience insight, CRM (customer relationship management), advertising, collateral creation, promotions and grassroots marketing. We have an exciting opportunity for an enthusiastic university student with a passion for the visual arts to join us on a two-week work placement.

### **How long is the placement?**

We are pleased to offer this placement during the Easter Break. We're asking for a minimum time commitment of two weeks, over the period of Monday 30 March – Friday 17 April.

You will attend on week-days during this time. Our usual office hours are 9.30am – 5.30pm. Some flexibility may be required to assist with out-of-hours events.

### **What will you be doing?**

We are keen to offer you the opportunity to work across several areas of the marketing team. Duties could include:

- Research into arts membership market, pricing, benefits and exhibition programmes
- Drafting tweets for the Friends Twitter account, putting forward ideas and content
- Looking after the Friends enews inbox and relaying any queries to the relevant teams
- Working with Friends marketing to proof read and draft renewal copy, update marketing materials and help with the Friends enewsletter
- Pulling stats and creating reports from our email delivery software
- Creating and sending email newsletters
- Carrying out research into promotional avenues for exhibitions and RA initiatives
- Contacting potential niche marketing opportunities to request inclusion in their marketing channels
- Drafting copy for promotional inclusions in third party communications

## What will this placement opportunity offer you?

- An insight into how the Royal Academy's marketing department operates, and to work closely with our marketing team.
- Gain experience and understanding of working in a busy and exciting arts environment, and increase your skills and knowledge.
- Opportunity to make a valued contribution to the marketing team and to clarify your own career goals.

## Placement requirements

In order to be considered for this placement you must be in full time education at a UK university. Applications from first, second and final year students will be accepted.

You must be available to attend an interview in the w/c 16 March, 2015.

Please note that this placement is an unpaid opportunity. Travel expenses will be reimbursed for at a maximum of £10 per day, proof of travel needed.

## What are we looking for?

- Passionate about the arts, with a desire to find out more about working in the sector.
- The ability to learn quickly.
- Self-motivated, hard-working and enthusiastic.
- Excellent verbal and written communication skills.
- Organised and a good team player.
- Strong IT skills i.e.: Microsoft Office, Excel, and Word.
- Be able to think creatively, be flexible and prioritise own workload.

## How to apply

In order to offer this opportunity fairly, we are asking all students to follow the same process. Please complete the **Work Placement Application Form** by Sunday, 8 March 2015 (midnight).

Please visit <http://www.royalacademy.org.uk/careers-at-the-ra> to download a Work Placement Application form and send to [recruitment@royalacademy.org.uk](mailto:recruitment@royalacademy.org.uk)

We receive lots of enquiries for work experience and unfortunately aren't able to accommodate everyone. We will contact you by **Friday 13 March** to let you know if you have been shortlisted. If you haven't been contacted by us by this date, please assume that you have been unsuccessful on this occasion.