

Marketing Manager
Communications Department
Up to £30,000 plus attractive benefits

The Royal Academy of Arts is one of the UK's foremost arts institutions, famous for its world class exhibitions including Sensing Spaces: *Architecture Reimagined*, Manet: *Portraying Life* and David Hockney RA: *A Bigger Picture*. In the build-up to our 250th anniversary in 2018, we are embarking on a major capital development, a major investment in digital and a significant transformation in how we communicate with our audiences. 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.

We are now looking for an exceptional individual to join the team as Marketing Manager. This important role will have a primary focus on the development of exhibition marketing campaigns and leading on email marketing for the department. Exhibition campaign work includes formative research, the planning of content marketing, paid media, E-CRM, social and promotions all of which should drive ticket sales and support related offers including the events programme, the related merchandise, catering and upsell of Friends memberships.

You will possess a strong track record of co-ordinating marketing and brand projects and have robust experience of budget management, contract negotiation and project management. Commercially minded, you will be highly organised, confident and articulate, with creative flair, a collaborative approach and excellent interpersonal and communication skills.

Candidates must complete an application form to be considered for this position. You will find our application form and further details about this position in the *How to Apply* section of the Careers page on our website.

Closing date for applications: 18 April 2014
Interviews to be held: 24 & 25 April 2014

JOB DESCRIPTION

JOB: Marketing Manager
DEPARTMENT: Communications Department
REPORTS TO: Senior Marketing Manager

MAIN OBJECTIVES

To implement effective marketing strategies and campaigns to promote the RA's programme and activities, driving visitor numbers and sustaining widespread support for the Academy. While the main focus is on exhibition campaigns, the role needs to support the wider RA offer including schools, collection, retail and commercial areas, learning and events.

To ensure the RA brand is represented appropriately in all areas of activity.

Lead on E-CRM for the Marketing team.

MAIN DUTIES

1. Develop and implement marketing strategies for selected exhibitions (including Sackler Wing Galleries exhibition, selected Burlington Garden exhibitions and Schools exhibitions) or as delegated by the Head of Marketing. This includes investing in formative research, developing and implementing a plan including the generation of content marketing, paid media, E-CRM, social and promotions. The campaign needs to drive ticket sales and also support all other related offers including the events programme, the related merchandise, catering and upsell of Friends memberships.
2. Develop promotions for campaigns with external partners – from hotel and restaurant partners, through to media titles / subscriber clubs, ticketing agents, retailers and online platforms.
3. Manage and oversee events that support marketing promotions / partnerships.
4. Work with the digital team to ensure all online and email activities are delivered for the campaign.
5. Manage campaign budgets and contribute to the annual budget forecast and preparation processes.
6. Generate content, manage email schedule and monitor results in collaboration with the digital team for all emails generated by the Marketing team. Support the marketing team with the smooth transition to a new CRM platform. Generate strategies to build the email database.
7. Undertake any other duty which may reasonably be allocated by HoM or other senior officer.
8. Make sure that Health and Safety policies, procedures and regulations are known, understood and complied with by yourself, your colleagues, contractors, suppliers and all others who work with the team.

ESSENTIAL AND DESIRABLE QUALITIES AND SKILLS

- Experience - ideally 5 years plus - in marketing and sales functions.
- Educated to degree level or equivalent, CIM qualification preferred.
- Understanding of devising and implementing marketing strategies using the full marketing mix. Strong knowledge of digital marketing required. Marketing strategies expected to be underpinned by a rigorous strategic and evidence based planning and evaluation process.
- Data-driven and have a numerate approach, with the ability to gather and present information, compile reports and make recommendations. Must have experience of analysing data and using data to refine marketing and sales techniques.
- First class project manager, able to set the necessary plans and framework in place, implement and see the project through to completion on time and within budget.
- Excellent interpersonal skills to build close working relationships with colleagues and external agencies and suppliers. Ability to coach and support junior members of the team.
- Strong experience in email marketing and using CRM systems.
- A creative thinker, strong at initiating new ideas and concepts.
- Excellent negotiator to support promotions development.
- Fully IT literate and confident of using all the tools available through a PC including databases.
- First class communicator; strong written and oral communications.
- Experience of budget monitoring and contributing to financial forecasting.
- A flexible and energetic approach to work to achieve agreed deadlines within tight schedules.
- Able to thrive in a demanding and fluid environment where demands and requirements are unpredictable and dynamic.
- An interest in the visual arts and architecture and commitment to the objectives of the Royal Academy