

Head of Marketing (maternity cover)
Public Engagement Department
Up to £45,000 plus attractive benefits

The Royal Academy of Arts is one of the UK's foremost arts institutions, famous for its world-class exhibitions including *The Real Van Gogh*, *David Hockney: A Bigger Picture* and *Sensing Spaces: Architecture Reimagined*. It is a particularly exciting time in our history. As we approach our 250th anniversary in 2018, we are making major investments in our physical and digital infrastructure, and transforming our offer and public programme.

The Marketing team plays a crucial role in sustaining the Academy and engaging the public. We create and implement campaigns to promote the activities of the Academy, most notably its high profile exhibitions programme but also the Friends scheme and our commercial offerings. An exciting and rare opportunity for an exceptional individual has arisen to join the team as Head of Marketing (maternity cover).

The successful candidate will have extensive prior experience of leading a successful marketing team, ideally within the cultural/arts sector. Commercially savvy and entrepreneurial, you will build on the solid evidence-based approach to marketing that we have developed, as an independent self-funding institution that does not receive revenue funding from government, and help us achieve even greater success.

Well presented, articulate and confident, you will be adept at building effective working relationships with a wide range of internal colleagues and external stakeholders. Diligent and highly organised, you will be responsible for setting and monitoring budgets, and regularly reporting against agreed performance targets. Your understanding of the latest developments in marketing will ideally include direct experience of working with CRM and digital marketing.

You must be able to demonstrate a genuine interest and knowledge of the visual arts and enthusiasm for the work and objectives of the Royal Academy of Arts.

Closing date for applications: 15 July 2015
Interviews to be held: week commencing 20 July 2015

JOB DESCRIPTION

JOB TITLE: Head of Marketing (maternity cover)
DEPARTMENT: Public Engagement
REPORTS TO: Director of Public Engagement

MAIN OBJECTIVE

Under the general direction of the Director of Public Engagement

- To lead the development and implementation of effective marketing strategies and campaigns to promote the full breadth of the RA's programme, offer and activities, driving visitor numbers and revenue, and sustaining widespread support for the Academy.
- To take responsibility for the day-to-day operation of the Marketing team.

MAIN DUTIES

1. Oversee the implementation of effective marketing campaigns for the RA's exhibitions programme in a manner that meets a range of agreed communications, audience and commercial objectives.
2. Devise and oversee marketing strategies to promote the Academy's broader commercial activities, such as retail, ecommerce, publishing and licensing.
3. Work with the Head of Friends (Development department) and Development Marketing Manager to optimise recruitment and retention of Friends of the Royal Academy.
4. Lead on the marketing of new commercial offers such as Art Sales and Courses & Classes, and other key initiatives such as Lates and special events/festivals.
5. Oversee marketing requirements associated with the RA250 transformation programme as required – for instance, shaping messages and channels to communicate news of our building project to the public, progressing new signage requirements etc.
6. Devise marketing strategies to increase awareness of the Academy's offer and activities beyond the exhibitions programme, including the Learning and Architecture programmes, the Library and Collections, and the RA Schools.
7. Drive the effective implementation and utilisation of CRM as a key tool for marketing the RA's offer, working with other stakeholders and line managing the CRM Manager.
8. Manage a team of Marketing staff. Plan the resourcing of marketing projects; agree task allocations, priorities and workload; provide advice to the team on problems encountered, and review individuals' performance.
9. Attend and participate in meetings and working groups, research and prepare strategy papers and give presentations, briefing senior staff and external stakeholders such as sponsors.

10. Report to Director of Public Engagement on a regular basis to agree the strategy and priorities for the marketing team, and to contribute to the effective implementation and development of the overall Communications strategy.
11. Work closely with peers in the Public Engagement department: with the Head of Communications to coordinate marketing activity with press campaigns in a manner that optimises the timing and overall effectiveness of communications activity; with the Head of Digital to ensure that digital content/products and marketing are mutually supportive; with the Head of Audience Insight to ground all activity in solid understanding of our audiences, and with the Head of Visitor and Friends Experience to ensure that marketing communications support an excellent and seamless customer experience for all visitors.
12. Build relationships with colleagues across the Academy to develop the knowledge, insight and ideas that will result in effective marketing to promote the RA's activities and interests. To provide advice from a marketing perspective, including pricing, and proactively support the establishment of a public engagement 'centre of excellence'.
13. Lead on the design and production of the RA's Annual Report and Accounts, ensuring that this is a confident and professional projection of our brand and corporate narrative.
14. Set and monitor budgets and expenditure; report regularly on financial aspects of the marketing team's activity including performance to agreed targets, liaising with colleagues as necessary.
15. Take responsibility, as required, for relationships with key external suppliers such as media agencies, graphic designers, printers and promotional partners, tendering projects, negotiating and securing the best possible terms for the Academy.
16. Devise and implement effective methods of evaluation, ensuring a rigorous strategic and evidence-based approach to all marketing activity.
17. Ensure that all marketing communications adhere to the RA's brand identity in addition to being effective.
18. Undertake any other duty that may reasonably be allocated by the Director of Public Engagement or other senior staff member.

PERSON SPECIFICATION

- Degree educated or equivalent
- At least 5 years' senior marketing experience, ideally within the visual arts
- Sound knowledge, understanding and experience of CRM/eCRM
- Existing line management experience, capable of leading and motivating a team of people
- Sound financial acumen, existing experience of carefully managing six figure marketing budget
- Exceptional people skills; a seasoned networker to secure exciting marketing partnership opportunities and negotiate excellent terms for the RA
- Expertise in the full marketing mix, including digital
- Solid evidence-based approach to marketing, with commitment to evaluation