

## Marketing Officer (Membership)

### Background

Whitechapel Gallery is the artists' gallery for everyone.

For over a century we have engaged young and diverse audiences by premiering world-class artists from modern masters such as Pablo Picasso, Jackson Pollock, Mark Rothko and Frida Kahlo to contemporaries such as Sophie Calle, Lucien Freud, Gilbert & George and Mark Wallinger.

We are proud to continue this tradition today. With beautiful galleries, exhibitions, artist commissions, collection displays, historic archives, education resources, inspiring art courses, dining room and bookshop, the expanded Gallery is open all year round, so there is always something free to see.

The Gallery is a touchstone for contemporary art internationally, plays a central role in London's cultural landscape and is pivotal to the continued growth of the world's most vibrant contemporary art quarter.

### Role

This is an exciting time to join Whitechapel Gallery; our audience development, membership, data and digital strategies are transforming our brand, with major gallery-wide initiatives planned over the next three years.

We are looking for a Marketing Officer with two-three years proven **membership experience** bringing strong skills in **data analytics** and **Customer Relationship Management (CRM)** combined with creative thinking to play a key role in supporting the delivery of a new Membership scheme launching in 2020. The Marketing Officer (Membership) is responsible for delivering the Gallery's **audience retention** strategies prepared by the Head of Marketing and Membership.

The Marketing Officer (Membership) sits within the Audiences and Communications team comprising: Director of Audience and Communications, Head of Marketing and Membership, Marketing Officer (Campaigns), London Art Book Fair and Awards Project Manager, Design and Production Manager, Head of Press and Corporate PR and Communications Assistant.

Job description

## **Accountability**

The Marketing Officer (Membership) is accountable to the Head of Marketing and Membership.

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## **Overview of Duties and Responsibilities**

### **Brand Support**

- Support the Head of Marketing and Membership on the implementation of a fresh approach to the Gallery's brand, values, visual identity, key messages and tone of voice to launch in 2020/21
- Support the Head of Marketing and Membership on the re-launch the Membership brand in Spring 2020, including proposition development, managing the delivery of data management and a new Marketing and Membership creative
- Ensure that the brand blueprint is effectively communicated and style guidelines are rigorously adhered to internally and externally on a day to day basis across all visitor touchpoints
- Contribute to regular reviews of guidelines for all Marketing activity with the Head of Marketing and Membership, Design & Production Manager and Marketing Officer (Membership)

### **Audience Retention Strategy Implementation**

(Repeat Visitors; Events/Public Programmes; Membership)

Implement strategies prepared by the Head of Marketing and Membership, cultivating relationships with audiences using the full marketing mix (paid, owned and earned channels) to increase:

- Repeat Visits to the Gallery
- Membership Acquisition and Retention using analysis of Member data and behaviour, developing and managing direct marketing communications, delivering against set KPI's
- Public Programme Event Attendance
- Professional Development Course Booking
- Education Programme Engagement for Schools, Youth and Community Programmes
- Secondary Spend in the Gallery Cafe and Bookshop, Limited Editions and Venue Hire

## **Internal Stakeholder Engagement**

- Build effective working relationships and processes with the Audiences and Communications team
- Proactively contribute to the roll out of internal communications to support Whitechapel Gallery's evolving brand and Membership brand, its values and vision, and all stages of Marketing activities.
- Collaborate with Visitor Experience teams to plan, roll out and continually deliver outstanding visitor experience and customer relations to support audience and membership development
- Collaborate with the Managing Director, Visitor Experience team, Development, external IT support and external fulfilment agencies to develop the Gallery's data strategy, IT systems and processes - to ensure that we have the backend services to effectively support audience development, customer and membership journeys
- Collaborate with Visitor Experience teams to ensure that we have effective and actionable monitoring, evaluation and reporting of performance against targets (audience development, income ROI), the collation of data from multiple sources including market research, audience data, ticket sales and membership retention rates presenting in dashboards and reports on a daily, weekly, monthly, quarterly and annual basis to stakeholders as required
- Implement Marketing plans to support sponsorship proposals and major donor prospects generated by the Development team
- Support the Gallery's international curatorial projects
- Build effective working relationships and processes with stakeholders across the organisation including the Directorate and Exhibitions, Education and Public Programmes, Visitor Experience, Development and Whitechapel Gallery Ventures departments.

## **External Stakeholder Engagement and Management, and Advocacy**

- Be the first point of contact for all Membership queries
- Support team relationships with Artists (and their studios, galleries, estates, publishers) and Audiences, putting them at the heart of everything that we do

- Support strong relationships with Agencies (Brand, Design, Media, Membership Fulfilment), Influencers and Advocates, Media and Promotional Partners to continually raise the profile of the Gallery
- Contribute to reports on Marketing activities to Sponsors and audience development progress to Statutory Supporters as required
- Continually develop Peer Networks to maximise opportunities for collaboration

### **Audience Insight**

- Implement ongoing market research for the Gallery, and targeted research for specific projects as required
- Support the delivery of a new Gallery-wide data strategy, with specific responsibility for supporting visitor data collection, management, reporting and compliance

### **Budget and Finance**

- Support the Head of Marketing and Membership in ensuring that Marketing and Membership campaign budgets are always up to date and accurate
- Manage the day-to-day administration processes for Membership subscriptions including financial transactions and reporting

### **Reporting**

- Supply updates to the Head of Marketing and Membership, and the team where appropriate, on all core areas of responsibility with relevant KPIs to be shared at:
  - Weekly Comms Team Meetings
  - Weekly Visitor Experience Meetings
  - Monthly Digital Working Group Meetings
  - Data Group Meetings
  - Seasonal Programme Review Meetings
  - Seasonal Finance Meetings
  - Quarterly Trustees Meetings

## **Other**

- Assist in the organisation of events, meetings, media views and private views and attend as required.
- Manage with Marketing Officer (Campaigns) the website updates email inbox
- Help and support the department as required.
- Any other duties requested by the Director of Audiences and Communications and Head of Marketing and Membership

## **Personal Specification**

### **Essential**

- Successful track record of growing membership scheme within the arts or charitable sector for at least 2-3 years
- The ability to produce well presented and professional reports, often to tight deadlines
- Outstanding proven administrative and project management skills
- Demonstrable enthusiasm, professionalism and application to work in a contemporary art gallery
- Confident and an excellent communicator, verbally and in writing to a variety of audiences
- Ability to use own initiative, take responsibility for tasks, complete them efficiently and find new and unique
- Highly computer literate in websites, databases, Word and Excel
- Able to use initiative and generate ideas
- Ability to work as part of a team and independently
- Ability to remain calm under pressure
- Good at ensuring deadlines are met
- Experience of liaising with people at all levels
- Experience of web uploading and the generation and distribution of e-flyers following set templates
- Proficiency at working with image files and using Photoshop

### **Desirable**

- Knowledge and experience of Raiser's Edge database
- CIM qualified or part qualified, or other marketing qualification or training
- Knowledge of graphic design and In Design
- Knowledge of HTML

## **Conditions of Work**

- Permanent
- Hours of work: Full-time, 9:30am – 5:45pm, with one hour for lunch. Some evening work will be required, however time off in lieu will be offered
- Salary: £23,000 to £25,000 gross per annum depending on experience
- Probation period: 6 months
- The period of notice is 2 months in writing on either side and 2 weeks either side during probation period

## **In addition, the benefits you are eligible to receive are, subject to availability:**

- 25 days annual holiday (pro rata for part-time staff)
- Option of 5% of your gross salary provided as employers' pension contribution
- Discount from the Gallery bookshop
- Discount from the Whitechapel Café/Bar
- Discounts on editions (one per edition) and publications
- Training opportunities
- Annual research/travel grant of £200 (pro rata equivalent for part time staff)
- Option to participate in the Childcare Voucher scheme.