

## Job description

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### **Audiences & Communications, Campaigns & Partnerships Manager**

**Fixed-term 12 months**

#### **Background**

Whitechapel Gallery is the artists' gallery for everyone.

For over a century Whitechapel Gallery has engaged young and diverse audiences by premiering world-class artists from modern masters such as **Pablo Picasso**, **Frida Kahlo**, and **Hannah Höch** to contemporaries such as **Zarina Bhimji**, **William Kentridge** and **Cindy Sherman**.

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**

The Campaigns & Partnerships Manager plays a pivotal role in supporting existing and new organisational partnerships and maximises marketing opportunities for the Gallery to reach the widest possible local, national, and international audiences. The position leads on the planning and delivery of dynamic paid advertising, data management and distribution, the meticulous creation and management of a master departmental activity schedule, and effectively collaborates with a range of internal and external stakeholders, including artists, curators, corporate supporters, and local community organisations.

#### **Accountability**

The Campaigns & Partnerships Manager is responsible for line managing MA Graduate Placements in the department, media booking agencies and paid social freelancers. The

Campaigns & Partnerships Manager reports to the Director of Audiences & Communications.

### **Overview of Duties and Responsibilities**

- Attend all internal and external project meetings to develop new and strengthen existing partnerships, working closely with colleagues across the Gallery, especially from Development, Education and Exhibitions
- Create and meticulously manage a centralised departmental Communications activity schedule to ensure that campaigns are integrated across earned, owned, and paid channels, and all internal and external stakeholders can contribute to campaigns at appropriate times (for example, with imagery, collaborative concept development, design assets), deadlines for approvals are met, activities are kept on track, and relationships can flourish
- Ensure that partners and internal stakeholders are kept up to date in meetings and via email on campaign activities drawing on the centralised schedule information
- Ensure that where relevant partner crediting is appropriately and consistently included online and in print, and media kits are shared with partners in a timely way
- Plan and deliver the Gallery's seasonal paid advertising and distribution campaign activity, to reach the widest possible local, national, and international audiences through for example paid social, out of home advertising and local East London print distribution and email
- For ticketed exhibitions and events, collaborate with Visitor Services to confirm pricing structures, promotions where relevant and the set-up of booking links online
- Manage the seasonal budget for paid advertising and distribution
- Manage and develop relationships with media booking agencies, mailing houses and freelance paid social media specialists to optimise opportunities for reach
- Manage and continually review marketing distribution mailing and email lists, ensuring that records are kept up to date and segmented. Lists include artists, members, media, trustees, influencers, partners, curators, and directors
- Represent the team and Gallery at internal and external events and meetings
- Support the team if needed in other areas, as requested by the Director of Audiences & Communications

### **Person Specification**

#### Essential

- At least five years' experience of managing a wide range of partnerships, including corporate, artistic, educational and media partnerships
- At least five years' experience of planning and delivering impactful advertising campaigns for exhibitions, special projects, events and/or commercial products
- Equipped with strong inter-personal skills to collaborate effectively with all internal and external stakeholders
- Proven hands-on experience of running paid social in-house based on a rich content-marketing strategy, as well as in collaboration with an agency

- Exceptional organisational and project management skills, with hands-on experience of managing schedules reliant on multiple internal and external stakeholder input
- A meticulous approach to detail, always ensuring consistent high standards
- Flexible at working under pressure to short deadlines, and planning in detail, to ensure opportunities are not lost
- IT literate and highly confident in directly using websites, email, social media, ticketing systems and databases

#### Desirable

- BA in Marketing, Advertising, Communication, or a related field
- Knowledge of contemporary art
- Awareness of the latest trends in digital advertising and tactics to optimise audience reach and engagement

#### **Equality, Diversity & Inclusion**

Whitechapel Gallery is undertaking a major policy review to address systemic discrimination; and considering what part we can play in reforming the arts sector overall. We are auditing our programmes, our staff, and our audiences to assess successes and failures and bring about reform and innovation. Our Action Plan is guided by staff, but also draws on the experience of external organisations dedicated to combating racial injustice and social inequality. We want our workforce to represent all sections of the community and expect all our workers to have a strong commitment to work with the Gallery in creating an equal, diverse, and inclusive workplace. Our ambition is to reflect society and to create a diverse, inclusive, and welcoming environment for all to experience art.

#### **Conditions of Work**

- Fixed-Term, 12 months
- 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: from £30,000 gross per annum, depending on experience
- Probation period: 2 months
- The period of notice is 2 months in writing on either side

#### **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 3% gross contribution to the Gallery's NEST pension scheme.
- Discount from the Whitechapel Gallery bookshop
- Discount from the Townsend Restaurant
- Discounts on editions (one per edition) and publications (one per edition), depending on availability
- Training opportunities
- £200 annual travel grant (pro rata equivalent for part time staff)
- Access to the Employee Assistance Programme

