

Application Pack for  
**Senior Marketing and Communications Manager**  
Deadline: 10:00am on 22 April 2024



# Whitechapel Gallery

Whitechapel Gallery was founded in 1901 with the aim to bring great art to the people of East London. From the outset, the Gallery pushed forward a bold programme of exhibitions and educational activities, driven by the desire to enrich the cultural offer for local communities and provide new opportunities for ground-breaking artists from across the globe, to showcase their works to UK audiences, often for the first time.

From ground-breaking solo shows to thought-provoking exhibitions, the Gallery's focus on bringing artists, ideas, and audiences together, remains as important today as it did over a century ago, as does its commitment to its local communities.

We are proud to be a cultural institution that is locally embedded and globally connected, cementing the East End, as one of the world's most exciting and diverse cultural quarters. We recognise the critical role that art can play in firing up our imaginations, reflecting our lived experiences and opening up new possibilities for thinking, feeling and dreaming.



# Our Vision, Mission and Values

## Our Vision

The Whitechapel Gallery will occupy a distinctive and radically different position in the social and cultural landscape. We will build on our pioneering history as a place for contemporary art and ideas, translating and animating it for our time.

## Our Mission

The Whitechapel Gallery is a ground-breaking art institution that has existed for over 100 years. We make contemporary art and ideas accessible to local and global audiences in the East End of London, recognising the critical role that art can play in firing up our imaginations, reflecting our lived experiences and opening up new possibilities for thinking, feeling and dreaming.

## Our Values

- We are proud to be a cultural institution that is **locally embedded and globally connected**. Whitechapel is a gallery and a geographical location, located accessibly on the high street (with a tube station in our basement!)
- We want our building to be a **soulful and intimate destination** for local, national and international visitors: a social and civic space that is free and open to all.
- **Education** sits at the heart of the Whitechapel Gallery. Our programme emphasises close collaboration with local families, schools and communities, which we value as key stakeholders in our organisation.
- We take risks in programming lesser-known and neglected artists and in **making challenging artworks and ideas accessible** to all our audiences, putting artists and ideas at the centre of everything we do.
- We focus proudly on the work of **women artists and artists of colour**, championing their contribution to contemporary art and society and forging connections with new audiences, partners and participants in the Gallery's programmes.
- We are committed to making the Whitechapel Gallery **a permeable cultural institution that spills beyond its gallery walls**, actively seeking partnerships beyond the Gallery, and creating opportunities for artists and audiences to shape and influence what we do.
- We are unafraid to have **a social and political agenda**, working with artists and ideas that address the key issues and concerns of our times.
- We are dedicated to safeguarding the long-term future of the Whitechapel Gallery by building its cultural, social and political capital and ensuring its **sustainability – artistically, environmentally and economically**.

## Senior Marketing and Communications Manager

<b>Contract:</b>	Permanent
<b>Hours of work:</b>	Full-time, 36.25 hours per week. Monday to Friday 9:30am-5:45pm, with one hour for lunch. Due to the nature of the job, some early morning, evening and weekend work will be required, as well as occasional travel. This will be compensated by time off in lieu.
<b>Salary:</b>	£35,000-£40,000 per annum (contingent upon experience)
<b>Probationary period:</b>	6 months
<b>Notice period:</b>	3 months

### **The team**

The Communications team holds a key position in the culture and activities of the organisation, leading on marketing, audience, and digital development strategies and developing effective, measurable communications initiatives to raise the profile and reach of the Gallery and promote its programmes and activities. All communications necessarily reflect the renewed organisational vision, mission and values and promotes a compelling and inclusive narrative that speaks to, and of, diverse audiences.

The current Communications team (March 2024) comprises Director of Communications (DoC), an (outgoing) Communications Manager and a Communications Assistant. The team also works with an external PR agency, to manage and deliver key media activity, a freelance designer and web development agency.

## **The role**

The Senior Marketing and Communications Manager (SMC) plays a vital role both within the communications team and organisation. The postholder will have had significant experience in a similar role and exemplify a range of skills and expertise to inform and shape their leading role in designing and implementing activity that extends the reach, influence and activities of the Gallery, nationally and internationally. A key focus of the role is around growing and developing existing and new audiences – especially those based in our local area, as well as continually assessing and improving our outreach and engagement platforms (print and digital).

The SMC reports directly to the DoC and works collaboratively and insightfully to ensure the team develops effective, stand-out marketing, communications and Audience Development Strategies in line with the Vision, Mission and Values.

The SMC line manages the Communications Assistant and works closely with the Gallery's designer, media buyers, production suppliers and web development agency, often being the first and main point of contact. They will also liaise regularly with the Visitor Relations team to ensure questionnaires (ACE mandated as well as bespoke) are carried out regularly to gain insights into our audiences, and that resulting data is shared cross organisation for analysis and action. Likewise, the SMC will also be integral to the implementation and development of our new CRM system (Spektrix), supporting organisational understanding and usage of this platform to further inform and develop audiences.

## Key Objectives

1. To support, inform and drive forward an effective, joined up communications strategy, which reflects team and wider organisational ambitions and ensures wide-ranging engagement and impact.
2. To work closely with the DoC and other relevant personnel, to shape and realise an ambitious audience development plan (including identifying and cultivating new audience groups); meeting agreed footfall targets, increasing repeat visits as well as growing our digital audiences visitors across all platforms.
3. To research, inform and lead on the delivery of appropriate and effective marketing and PR activity across all platforms – , working with the media buyers, PR agency and other networks to ensure campaigns fit budget and resources, convey WGs brand and deliver on profile, audience and income targets.
4. To identify and implement increased and effective audience insights and data capture using continuous assessment and research to increase understanding of existing and new audiences and inform all relevant activity.
5. To ensure all key communications channels are up to date, inspiring, dynamic and fit for purpose with a particular focus on our Website and other relevant Digital platforms.
6. To provide precise, insightful, statistics/results-driven evaluation summaries and audience growth reports for the team, and, as required by the Senior Management Team/ Trustees per season and at EOY, with clear analysis and recommendations.
7. To instigate and manage inspiring content, write engaging, effective copy, set a direction for eye-catching in-house marketing materials such as posters, event flyers, table-talkers, display signage following WG design guidelines as advised by the DoC/Designer.
8. To be an effective brand guardian making sure the organisation has fit for purpose brand guidelines, style sheets and up-to-date installation guides across all areas.

## About you

Essential qualities include:

- Three to five years' experience in marketing, branding and communications ideally in both commercial and public sectors.
- Proven experience of working with and developing audiences, undertaking relevant research and introducing systems and activities to increase understanding of motivations and behaviours – across a range of demographics - to inform and deliver an ambitious audience development plan.
- Outstanding sense of initiative and ability to generate effective and creative marketing ideas, further informed by a data-driven approach.
- Enhanced digital skills, proficient across a range of platforms and programmes with significant experience of working with content management and customer relationship management systems
- Excellent copy-writing skills and understanding of how to adapt texts/messages for different platforms.
- Highly computer literate with experience of working with a range of programmes including Microsoft Office and Adobe Creative suite.
- A strong visual awareness and understanding of branding and design, with experience of handling and manipulating image files using relevant programmes.
- Highly developed interpersonal skills, with the confidence and ability to communicate with, motivate and engage stakeholders at all levels.
- Experience of astute financial planning, drawing up and managing Budgets, exercising rigorous cost control and assessment of effectiveness and value for money across all areas.
- Applicants for this role will be expected to show previous experience of working across the key duties and responsibilities outlined above.

Qualities that are desirable for this role are:

- A passion for and knowledge of contemporary visual arts.
- Experience of dynamic and effective content creation (written and audio-visual).
- Previous experience at senior management/leadership level.

*Whilst the above person specification offers a useful guide to the experience level expected, we welcome – and encourage - applications from anyone who feels they could bring alternative, equally beneficial skills, experience and perspective to the role.*

## **Duties and Responsibilities**

### **Marketing**

- Strategically plan, implement and evaluate creative, targeted, and timely marketing campaigns across relevant owned, earned and paid platforms.
- Ensure an integrated approach combining traditional marketing methods with innovative digital and partnership ideas.
- Produce clear briefs, timelines and schedules for content delivery in collaboration with Director of Communications and Designer, to be shared with relevant teams and monitored to ensure all deadlines are met.
- Ensure that the team meets seasonal objectives agreed with the Director of Communications.

### **Stakeholder Engagement and Management**

- Continually develop strong peer networks and liaise with marketing experts (media buyers etc); to ensure that the Gallery's Marketing is effective, targeted and stand-out.
- Keep all professional Marketing contacts on the Gallery's database/CRM fully up to date.
- Proactively develop new external Marketing stakeholders, including through partnerships, to ensure the success of Communications and Development events.
- In preparing campaign activity, effectively engage and manage the expectations of core relevant internal stakeholders across the organisation.

### **Audiences**

- Develop and deliver the Audience Development Plan and propose new strategies to ensure it meets its key objectives and targets.
- Use and analyse informed and in-depth research to continually identify new audiences for the Gallery; devise and implement targeted campaigns to reach them, as well as maintain and grow current audience segments.
- Regularly attend audience development training opportunities.
- Design and oversee the roll-out of bespoke audience surveys alongside ensuring we meet ACE and other funders audience evaluation requirements.

### **Digital Marketing (E-Marketing, E-Commerce, Website, SEO and Social Media)**

- Inform and drive forward the development of the Gallery's digital Communications strategy in collaboration with the Director of Communications and other relevant colleagues- to grow attendance, engagement and revenue.
- Work cross team and organisation to set ambitious/attainable KPIs for Digital Marketing activity.



- Continually develop segmentation strategies using the Gallery's new CRM (Spektrix) and other strategic databases to maximize opportunities to communicate what the Gallery offers.
- Lead and implement an effective strategy to grow and segment our newsletter subscribers ensuring that content is dynamic, supports objectives and attracts deeper engagement with the Gallery.
- Work with the Communications Assistant to ensure that the Gallery's Instagram Facebook and Twitter pages and other social networking sites are dynamic, timely, and in line with an approach (content, tone of voice) that is continually reviewed and agreed with the Director of Communications.
- Generate engaging content for whitechapelgallery.org and Youtube as an essential communications tool for growing and engaging audiences online.
- Continually develop SEO and analytical expertise among the team to support the short-term and long-term effectiveness of the Gallery's website.

### **Print**

- Draw up and manage print and production schedules to ensure content delivery and deadlines are met.
- Oversee the production of core marketing and publicity material, (Posters, Ads, Season Guide etc), internally and externally; manage approval process within agreed deadlines.
- Where appropriate, liaise with Mailing house and manage lists for special projects print material and printed invites etc.

### **Partnerships**

- With the Development team and Director of Communications, strategically and proactively develop dynamic new marketing partnerships– especially with relevant consumer-facing organisations - every season to effectively promote and benefit the Gallery.
- Deliver agreed outputs for media and promotional partners; ensure that funders, sponsors and partners are appropriately accredited and creatively promoted as required.

### **Brand Guidelines**

- Create effective and user-friendly brand guidelines for internal and external use, ensuring that these are clearly communicated and rigorously adhered to internally and externally on a day to day basis.
- Develop and regularly review guidelines for all Marketing activity with the Director of Communications.

## **Gallery Interpretation and Signage**

- Supervise the production delivery and installation of key interpretation and signage materials working closely with Gallery technicians and other relevant staff as well as the designer and service providers.

## **General**

### **Management**

- Deputise for the Director of Communications as appropriate and relevant.
- Attend internal and external meetings as required
- Support management of Designer, PR and Digital agencies.
- Line manage the Communications Assistant.
- Support departmental work placements such as Trainees, Interns and MA Students as required.

### **Budgets and Admin**

- Work with the Director of Communications to inform and manage communications budgets seasonally and annually; maintain records for marketing activity and ensure that invoices and credit card receipts are received and returned to the Finance department within payment periods and as per admin protocol.

### **Briefings and Reports**

- Create clear Season briefings and evaluation documents.
- Collate reports and statistics for the Director of Communications and the Senior Management Team as required, including papers for the quarterly Trustees meetings.

### **Other**

- Any other reasonable duties as requested by the Director of Communications.

## **Benefits**

### **Annual Leave**

Staff are entitled to 25 days' paid holiday, plus statutory bank holidays, or the pro-rata equivalent if you work part-time. Annual leave entitlement is increased every 3 years by an additional day, capped at 5 days.

### **Pension Scheme**

All staff are eligible to participate in the group personal pension scheme, with the Gallery contributing 5% of your gross annual salary.

### **Employee Assistance Programme**

All staff have access to our Employee Assistance Programme, which includes a 24/7 compassionate helpline, expert advice and up to six free counselling sessions.

### **Training Opportunities and Travel Grant**

We offer a range of training opportunities and learning programmes, including apprenticeships.

To support your development and encourage exchange with peers, all permanent staff are eligible for a £200 annual travel grant (pro-rata).

### **Discounts**

Staff receive discount from the Gallery bookshop and from the Townsend Restaurant, both subject to availability. Staff receive discounts on editions (one per edition) and publications (subject to availability). Staff are entitled to a 75% discount on Gallery 2 hire (the hire fee element only) and 50% on all other spaces, both subject to availability.

### **Cycle to Work Scheme**

For the benefit of both you and the environment, you can loan a bike through a Cycle to Work scheme.

### **Exhibitions**

For each exhibition at Whitechapel Gallery, staff are invited to a guided tour by a curator.

Most major museums and galleries in London, and some beyond, grant free entry to exhibitions on presentation of your staff card.

### **Events**

Staff can request one complimentary ticket for their own use for each public event at the Gallery, subject to availability.



## How to apply

- Please return the application form in PDF format to [recruitment@whitechapelgallery.org](mailto:recruitment@whitechapelgallery.org)
- In the email's subject line, type your full name followed by the job title.

We would be grateful if you would fill in and return the Diversity Monitoring form with your application. When the application is received, the Diversity Monitoring form is removed and does not form part of your application. The information from these forms helps us monitor our recruitment campaign's effectiveness.

Unfortunately, due to the volume of applicants for advertised positions, we cannot contact unsuccessful candidates or give feedback on application forms.

If you are still waiting for a response from us by the advertised interview date, please assume that your application has been unsuccessful.

### Access for people with disabilities

Please contact the Recruitment Team at 020 7539 3320 or via [recruitment@whitechapelgallery.org](mailto:recruitment@whitechapelgallery.org) if you cannot complete this form electronically or would like further access information. We accept video applications and audio applications. We are committed to offering an interview to disabled candidates who meet the minimum criteria for the job. By 'minimum criteria' we mean that the individual must provide us with evidence in their application form, which demonstrates that they meet the qualifications, skills or experience defined as desirable in the Person Specification.

### Equality, Diversity & Inclusion

We want our workforce to represent all sections of the community and expect all our workers to firmly commit to working with the Gallery to create 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.

