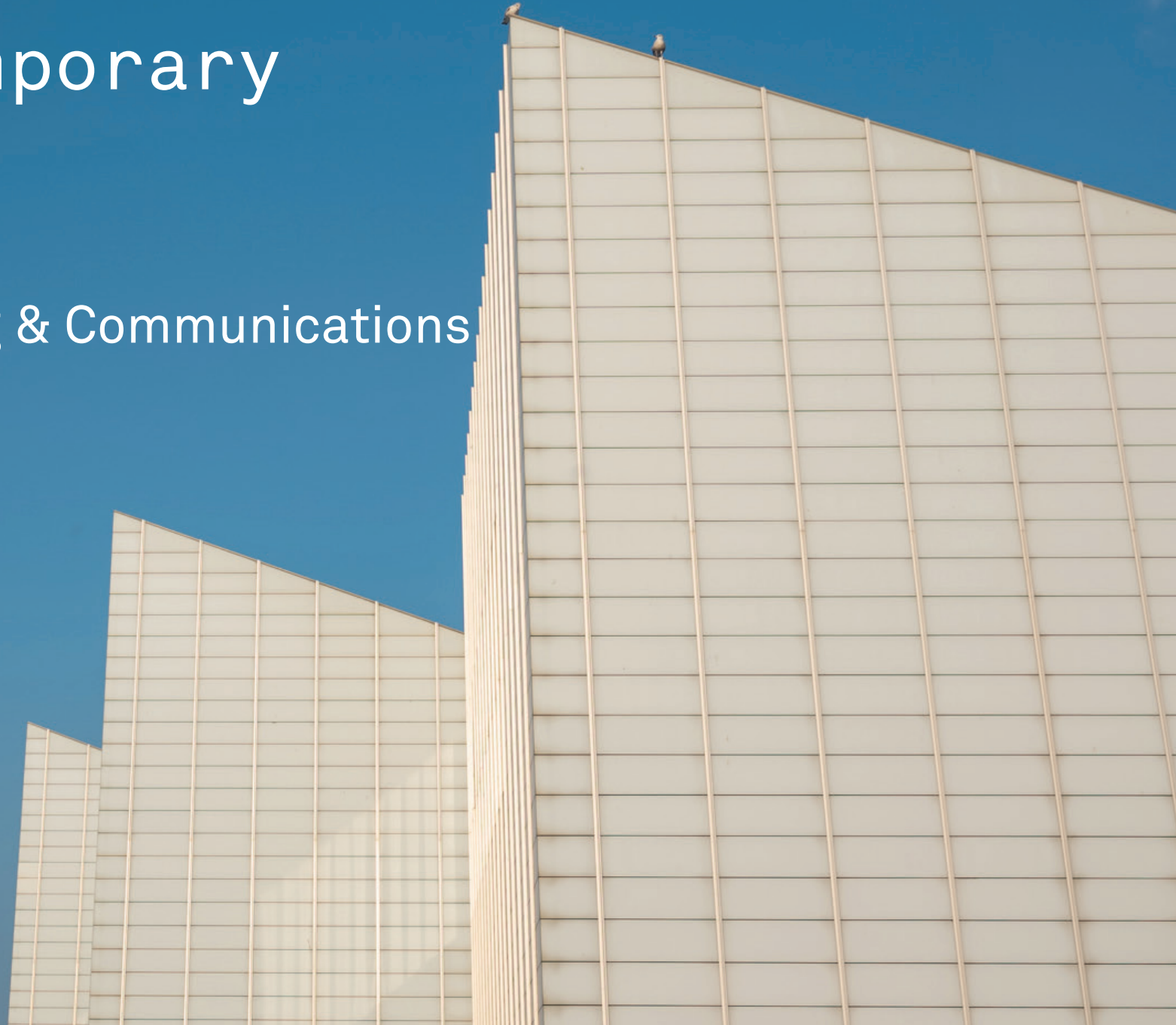


Turner Contemporary

Appointment of
Head of Marketing & Communications

May 2023



Job title	Head of Marketing & Communications
Responsible to	Director, Turner Contemporary
Responsible for	Marketing & Communications Manager Digital Assistant
Location	Turner Contemporary, Margate
Contract	Permanent, Full-time
Salary	c. £42k, depending upon experience
Hours	37.5 per week, including some weekend and evening work to attend private views, openings and other events

Staff benefits

- Enhanced Maternity and Paternity leave schemes
- Company sick pay
- Free flu jabs
- Employee Assistance Programme
- Access to the Bike2Work scheme
- 33 days holiday (including Public Holidays)
- Access to on-site staff car parking
- Discount at the shop and on-site cafe
- Pension scheme (max. employer contribution is 4%)
- Assistance with some relocation expenses may be considered

Introduction

At Turner Contemporary, we believe in the power of art to transform people, places, and lives. Since opening in 2011, we have established ourselves as one of the UK's leading art galleries, and have been a catalyst for the regeneration of Margate, welcoming nearly 4 million visitors and putting over £70m back into the Kent economy. Located in an award-winning building designed by David Chipperfield Architects, our programme of world-class events, free exhibitions of historical and contemporary art and innovative learning focus have earned the gallery a stellar international reputation. We are committed to offering an outstanding experience for our visitors, both online and in the gallery.

Our values aim to ensure that Turner Contemporary is always:

Enquiring – we champion the energy and ideas of the wider artistic community and the importance of creative learning

Welcoming – we consciously channel Equity, Diversity and Inclusion in everything we do

Caring – we embrace our role of civic responsibility and are a good neighbour and employer

Partnering – we actively seek to be a positive partner, locally and nationally

Examining – we use data and evidence to inform decisions and our practice; we advocate environmental sustainability through our programme and our actions

Promoting – we understand culture as integral to health and wellbeing and as vital to place

Turner Contemporary is a charity governed by a Board of Trustees, chaired by Matthew Slotover. The organisation receives funding from Arts Council England and Kent County Council.

Purpose of job

We are currently looking to recruit an enthusiastic communications professional who can further develop and implement our Marketing & Communication plans locally, nationally and internationally, identifying and maximising opportunities with key internal and external stakeholders, partners and visiting artists.

Overseeing PR, marketing, social media and digital communications, the Head of Marketing & Communications will be responsible for Turner Contemporary's reputation and brand, devising and implementing a compelling communication strategy that measurably showcases the gallery's vision and invites a wide range of audiences to engage with art.

They will have a strategic overview of the delivery, consistency and quality of brand messaging and public profile for Turner Contemporary's communications locally, regionally, nationally, and internationally. This role oversees all PR, marketing, social and digital communications and manages an in-house team of two, plus external consultants and advisors.

Playing a key role as part of the gallery's Strategic Leadership Team, they will work closely with the Director and have responsibility for developing and delivering the Audience Development Strategy and Digital Action Plan in line with our creative and business aims, building relationships with existing visitor groups and identifying new segments for growth. They will continue to expand the gallery's profile with key stakeholders and the broader arts ecology, increasing awareness and widening participation across all activities and channels. They will utilise the full range of channels, support our Digital Transformation programme by developing innovative digital strategies and initiatives which showcase every aspect of Turner Contemporary's work, increasing data collection and improving audience communication to support our commercial targets and maximise income generation streams fully.

We are looking for someone with:

- A strong interest in the arts and a passion for Turner Contemporary's approach and content, across the range of our activity.
- Experience of successfully developing an organisation's strategic approach to building and strengthening their brand and reputation to drive forward its mission.
- A strong track record of building and managing a successful Marketing & Communications team.
- A passion for using data and insights to engage new and retain existing audiences.

Our Head of Marketing & Communications will:

Strategic planning

- Develop and lead an integrated Marketing & Communications strategy that generates positive reputation and perception.
- Work with the Strategic Leadership Team to develop a new brand strategy, in line with our Audience Development Strategy and Digital Action Plan, successfully expanding our reach, increasing existing visitor groups, widening participation and identifying new segments for growth.
- Act as an adviser to the Board of Trustees and senior management on all aspects of Marketing & Communications in order to inform strategy and strategic growth priorities.

Principal duties

- Communicate and promote Turner Contemporary's artistic and learning programmes and commercial activities through effective use of a consistent, audience-based, multi-platform approach ensuring that the organisation benefits from new tools and trends and has a consistently effective breadth of coverage.
- Lead the Marketing & Communications team, ensuring the creation and distribution of dynamic content for all areas of the gallery's activities.
- Oversee all communications and PR activities, writing press releases and liaising where appropriate with external PR support to ensure appropriate focus and integration.
- Work in conjunction with all Turner Contemporary teams and partners to develop optimum systems for communication, ensuring timely delivery of marketing materials, prioritising according to our key aims and targets.
- Develop tone of voice guidelines that raise the profile of Turner Contemporary and ensures consistency of all communications across all channels.
- Write, edit, and proofread all external press and communications to ensure a consistent tone of voice.
- Manage the production and delivery of all printed and digital materials including the website.
- Act as the main point of contact at press views to welcome press members, including setting up interviews and photo shoots as required.
- Develop and implement a clear digital strategy and action plan to ensure consistency of messaging and excellent user experience across all of Turner Contemporary's digital platforms and channels.

- Develop promotional partnerships for specific exhibitions, activities and events to raise Turner Contemporary's profile with target audiences, including data-sharing agreements where appropriate.
- Implement and monitor effective tracking and evaluation procedures for the progress of marketing and communications activities, ensuring they are effective, timely and make best use of budget and resources.

Systems and data analysis

- Take responsibility for the website, ensuring appropriate functionality, accessibility and systems integration such as CRM and EPOS systems.
- Oversee audience data gathering, including audience numbers against KPI targets, working with front of house and exhibitions staff, to ensure relevance and maximising opportunities to connect with diverse audiences.
- Undertake effective analytics of website, social media and e-newsletter interaction for each exhibition as prepared by the Marketing & Communications Manager.

Commercial and fundraising

- Develop and implement marketing plans, strategies and initiatives for all commercial activities including the shop and editions, event and venue hire and public programme activities, supporting an increase on earned and fundraised income.
- Work with the café operator to ensure integrated communications on menu offers and café events to maximise visitors to the gallery and promote the café as a destination in its own right.

- Work with the Development team on strategic communications to support fundraising targets.
- Work across the gallery to reach out to a diverse group of audiences and stakeholders, occasionally working evenings and weekends when required.

Person specification

Essential skills, experience, and qualities

- Experience of leading Marketing & Communications teams, preferably in the cultural sector
- A good understanding and experience of the latest integrated media and communications, including digital channels
- Experience utilising data analytics to inform actions
- A track record of devising campaign plans and progress reporting
- Experience in the direct delivery of communications material, print and digital
- Experience of achieving strategic, operational, and financial targets
- A proven track record of implementing and delivering an Audience Development Strategy (including digital) for a venue, in order to engage new and existing audiences
- An analytic mind, with the ability to focus on broad long-term goals whilst having excellent attention to detail
- A focused, results-driven and enthusiastic approach
- A flexible and collaborative approach to working as part of a team, manage competing prioritise and deliver results

- Excellent verbal and written communications skill
- A high level of personal effectiveness with a proven ability to plan, prioritise and work to tight and sometimes changing deadlines, managing competing demands
- Demonstrable experience dealing with the media
- Proven crisis management skills
- Demonstrable CRM and database knowledge and experience
- Line management experience, including performance management and appraisal
- A commitment to the principles of inclusivity and equality
- An appreciation of the climate emergency and commitment to sustainability

Desirable skills, experience and qualities

- An interest in contemporary art and current best practice in promoting contemporary art and art venues
- Experience of developing market-based segmentation models and embedding these within a gallery or cultural organisation
- An ability to talk about art with enthusiasm, accuracy and conviction
- Significant brand management experience
- Knowledge of legal, copyright and intellectual property best practice