

**Post:**  Audience Development and Marketing Manager

## Team:             Communications Team

**Responsible to**: Director of Communications (DoC)

**Contract**: 24 hours per week (3 days per week but flexible working available)

**Salary**: £28-30,000 pro-rata depending on experience

**Pension**:   6% of salary

**Holiday**: 18.5 days per annum inc bank holidays

**The Photographers’ Gallery**

The Photographers' Gallery is the UK’s leading centre for the presentation and exploration of photography in all its forms and a dedicated home for an international photographic community. Established in London in 1971, it has been instrumental in reflecting photography’s pivotal role in culture and society and championing its position as a leading art form through a rich programme of exhibitions, talks, events, workshops, courses and other activities.

**Organisational Purpose:**

**Our mission:**  To champion photography for everyone

**Our Vision**: To stimulate public understanding and deeper engagement with photography and its value to society.

**Our Key Aims:**

1. To be the UK’s leading photographic gallery with international impact
2. To be the driving force for debate and new thinking about the role of the photographic image in society today
3. To place innovative learning, diversity and excellence at our core
4. To ensure long term sustainability for the gallery and all its activities

**The Communications Team**

The Communications team plays a central role in the culture of the organisation, leading on communications, audience and digital development strategies and developing wide-ranging activities to raise the profile and reach of the brand and programme and tell a compelling story about the resonance and relevance of photography. The core team is comprised of the Director of Communications, Digital Manager and the Communications Officer. We work with an external PR agency, to manage and deliver media activity and a freelance designer on our visual branding and key marketing materials.

**Overview of Audience Development & Marketing Manager Role**

Although a part time role, the Audience Development & Marketing Manager (AMM) is an important member of the Communications Team and plays a key role in delivering the Organisation’s Audience Development Strategy and advising and implementing effective marketing campaigns.

The AMM reports directly to the Director of Communications (DoC) and works closely with the Digital Manager (DM) using audience data and insights to develop robust, imaginative and effective campaigns to reach and cultivate new and existent audiences and help drive footfall across all platforms. Additionally, the AMM will work with other appropriate teams to target and cultivate communities and audience groups, especially general members, younger audiences/students, tourists and locals.

The AMM is supported by the Communications Co-ordinator and works closely with the Gallery’s Designer and production suppliers. They will also liaise with the Visitor Relations and Development teams when required to ensure Questionnaires are carried out to meet targets and to input resulting data for analysis

**Lead Objectives**

* To work closely with the DOC, DM and other relevant personnel, to realise an ambitious audience development plan (including identifying and cultivating realistic new audience groups) - tied to appropriate targets and KPIs with a specific focus on growing visitors across all platforms and increasing repeat visits.
* To continuously assess and conduct effective and relevant audience research – in tandem with Audience Agency and other relevant bodies - as well as designing bespoke approaches to gathering TPG appropriate audience data - and share findings to inform departmental and organisational strategy and target setting.
* To research, inform and implement the delivery of appropriate and effective marketing materials across all platforms ensuring campaigns maximise budget and resources and show direct relevance to TPG’s brand and communication goals
* To be a central CRM advisor/user at the organisation, working closely with the Development/Enterprises teams to analyse and share findings, and train appropriate members of staff (particularly FOH) on the system making clear its relationship to audience development
* To provide precise, insightful, results-driven, statistic-evident evaluation summaries and visitor figures reports as required by the Executive Management Team/Board of Trustees per season and at EOY, with clear analysis, infographics and recommends.
* To write engaging, effective copy and as required, create eye-catching in-house marketing materials such as event flyers, table-talkers, display signage following TPG design guidelines and matching the look and feel established by the DoC/Designer.
* 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.

**Core Duties**

**Audience Development:**

* To support and inform ongoing visitor / customer data capture and analysis across the organisation.
* To harness relevant customer data-sets for audience development purposes in particular:
* E-Newsletter
* Exhibition ticket-buyers’
* Talks & Events customers
* E-commerce data (Website/TPG Bookshop etc.)
* To contribute to the update and co-ordinated use of data gathering and insights from our CRM Questionnaire, FOH observations, Visitor comments ensuring effective data management across the organisation by training and assisting colleagues in best practice data gathering from front-of-house, point of sale through to senior staff
* To use Audience Questionnaires, CRM insights and data analytics from across the organisation to feed into visitor’s experience of the TPG, online and offline and work closely with FOH and Events Manager to carry out timely and relevant questionnaires and increase data capture to ensure appropriate information and statistics for effective analysis and audience insight.

**Marketing:**

* To work closely with the Digital Manager to substantially grow our E-newsletter subscribers using proven engagement tactics and collaborating with FOH, Events and Digital Team to ensure visibility of sign up points across all areas.
* To oversee the Digital co-ordinator to ensure the smooth production and delivery of key marketing materials (digital and print) – ensuring quality of suppliers and best value for money, drawing up and managing effective and efficient schedules for design, supply, sign off and delivery of materials.
* To ensure that all marketing materials are fully proofed for accuracy, fluency and meet brand/sponsor/partner requirements, carry appropriate logos and agreed credits - especially with regard to key funders such as ACE, before sending to print/publishing/distributing
* To liaise with media planners and other relevant third parties or agencies to draw up appropriate advertising schedules to meet organisational and partner objectives
* To assess and report on the effectiveness of marketing campaigns against objectives, implementing contingencies where necessary and making recommendations for any improvement.
* To advise and direct the Communications Co-ordinator in identifying relevant and effective reciprocal partnerships with other organisations and platforms to expand reach and meet key audience development and business objectives.

**Admin**

* To produce relevant, analytical reports on audiences, with recommends, for DoC, Board and Executive team as appropriate and required.
* To inform, administrate and monitor the department budget in tandem with the DM, regularly updating DoC/Deputy Director.

# Essential:

* At least 3 years proven experience working in similar role
* Demonstrable knowledge of, and experience in, analysis of audience data and market research with strong analytical ability to evaluate end-to-end audience experience across multiple channels and touch points
* Demonstrable experience in leading and managing wide-reaching marketing campaigns (print and digital)
* Highly computer literate; fluent knowledge of all current programmes and basic design skills including inDesign; Photoshop and Adobe
* Theoretical and practical knowledge and experience of high-spec, CRM and CMS
* Sound knowledge of print production and working with designers to meet deadlines, briefs and quality control.
* Strong administrative and organisational abilities with an excellent eye for detail.
* Excellent communicator with impeccable editing and writing skills.
* Proven project and people management skills
* Experience of creating and managing budgets.
* Ability to work to high standards and remain calm and focused under pressure.

**Desirable:**

* Experience of working in an arts environment.
* Interest in photography and or contemporary art.
* Knowledge of the charitable sector.

We are committed to equal opportunities and encourage applications from all persons without discrimination. Whilst the above person specifications are essential for the role, we are open to applications from anyone who feels they could bring an alternative skill to the role, which would be of equal benefit to the position and the organisation.

To apply please download an application form from <https://thephotographersgallery.org.uk/about-us/vacancies> and email completed applications to [info@tpg.org.uk](mailto:info@tpg.org.uk) with subject header: Application for AMM Role

**Deadline for applications:** 9am, Monday 1 July

**Interviews to be held**: 12 July/15/16 July

*Please note: if you are not invited for interview your application has not been successful. The Gallery is an equal opportunities employer.*

