



Head of Audience Growth

Are you passionate about bringing art to everyone? Fascinated by what drives online audience engagement and delivers impact? Do you have a proven track record in growing digital audiences?

We're looking for a Head of Audience Growth to deliver transformational improvements in how Art UK responds to its audiences' needs. This role will lead to substantial growth in our audience and increased engagement with our platform.

We welcome and encourage applications from candidates who are under-represented in the creative industries, particularly individuals who experience physical, mental or social barriers to accessing the arts.

About Art UK

[Art UK](#) is an art education charity and the online home for every public collection of art in the United Kingdom. It makes the UK's extraordinary national collection of art freely accessible to everyone online – for enjoyment, learning and research.

The Art UK platform brings together art from almost 3,500 British institutions, forming one of the UK's largest ever arts partnerships. It showcases this art to an annual global audience of 5.5m users. By the year end, it will show more than one million artworks online from across the UK's four Home Nations.

Art UK provides significant support to museums and galleries in the UK, by providing them with a shared digital platform to share their art collections, reach new audiences, and generate income. Most of these collections would not be able to present their art online without Art UK. The Art UK platform is rich in story content, public engagement opportunities and learning resources – including teacher resources to equip children with vital visual literacy skills. A shared e-commerce infrastructure helps collections generate much needed commercial income.

Trusted and highly valued by the museum sector, and backed by significant partnerships, Art UK is entrepreneurial, innovative and ambitious. It democratises access to art, ensuring creative discovery is not limited by users' location, education, income or background. Art UK is for everyone, everywhere, all the time.

About You

As Head of Audience Growth, you will play a major hands-on role ensuring Art UK's content meets the needs of existing and potential audiences. You will market this content persuasively and effectively, growing awareness of Art UK's mission and charitable status. Your high-level objective will be to increase substantially Art UK's audience at home and abroad, and grow this audience's engagement with Art UK.

Working at the intersection of multiple product areas, you will curate and showcase content across Art UK's digital platforms. Following the development of a sophisticated digital audience understanding framework by an external agency, you will play a key role in implementing the audience development plans Art UK wishes to execute.

You will have a strong digital marketing background, a passion for art and accessibility, and a track record of producing impactful marketing campaigns that grow audiences, increase engagement, and boost sales. You will relish the opportunity to shape this new role at Art UK and contribute to the wider strategic development of the charity.

Your commitment to equality, diversity, and inclusion aligns with our organisational values, and you are passionate about contributing to a positive workplace culture.

In this role, you will report directly to the Chief Executive, manage a team of two, and sit on the organisation's Management Board.

Key Responsibilities

- Deliver Art UK's marketing strategy with a hands-on focus, ensuring all activity is audience-focused, creative, and effectively implemented across channels
- Following the development of a digital audience understanding framework by an external agency, implement the organisation's audience development plans
- Manage and update the Art UK homepage and other key website landing pages, ensuring content is current, engaging, and aligned with strategic priorities
- Oversee the planning, production, and distribution of all Art UK email newsletters, including editorial and ecommerce content, optimising engagement and sales
- Manage external digital marketing agencies (including PPC, paid social, media buying), ensuring clear briefs, on-brand delivery, and effective ROI tracking
- Supervise and support two direct reports: the Social Media Manager and Audience Data Analyst, fostering collaboration and professional development
- Create marketing assets and write copy for digital and email campaigns, social media, newsletters, and other communications, ensuring clarity, engagement, and brand consistency
- Commission and manage freelance designers or content creators as needed to support delivery of marketing materials
- Monitor performance metrics across digital platforms, email marketing, and ecommerce channels; analyse data and use insights to continuously improve campaigns
- Manage the Art UK brand to ensure consistent reflection of the charity's mission and values across all marketing and communications outputs

- Build and maintain effective relationships with external partners, collaborators, and stakeholders to amplify content distribution and partnership opportunities aligned with Art UK's mission
- Support internal communications activity, contributing to staff updates and internal newsletters as required
- Manage the marketing budget effectively and deliver impactful marketing activity within agreed budget
- Share monthly performance reports with senior management and internal stakeholders
- Produce Art UK's annual impact report, working with colleagues across the organisation to gather and present key achievements and outcomes
- Actively contribute to cross-team working and support implementation of audience-facing initiatives across the organisation
- Contribute actively to the wider strategic development of Art UK by sitting on the charity's Management Board

Necessary Skills

- Essential: Hands-on experience creating and delivering successful digital marketing strategies that have grown audiences and improved engagement
- Essential: Demonstrated success delivering ecommerce campaigns that drive sales
- Essential: Proven ability to engage and grow a community around a broad content offer
- Essential: Strong knowledge of digital marketing tools and techniques, including Google Analytics, Google Ads, SEO, social media strategies, content marketing, and A/B testing
- Essential: Experience using audience insights and both qualitative and quantitative testing to inform and improve engagement and campaign effectiveness
- Essential: Experience working with external digital agencies and managing paid media campaigns, including PPC and paid social
- Essential: Demonstrable experience creating inclusive and engaging email marketing campaigns tailored to different audience segments
- Essential: Experience developing or contributing to distribution and partnership strategies to support audience growth and reflect a charity's mission
- Essential: Excellent written and verbal communication skills, with the ability to tailor messaging to a range of audiences and stakeholders
- Essential: Collaborative approach and strong team-working skills, including experience supporting and developing colleagues
- Essential: Understanding of GDPR regulations in relation to digital marketing
- Essential: Active interest in the visual arts and museums, and a commitment to broadening public engagement with culture
- Desirable: Experience developing integrated campaigns across traditional media (e.g. print, outdoor, broadcast), including working with press or media partners
- Desirable: Understanding of intellectual property rights in relation to digital images and artworks
- Desirable: Experience creating or commissioning audio/video content

Contract terms

- Full time, permanent contract
- Salary £46,000 per annum
- Three-month probationary period
- Two-month termination clause
- Work from home, anywhere in the UK

Benefits

- 25 days annual leave plus regional Bank Holidays (pro rata)
- Paid Christmas closure period (Christmas Day to New Year's Day)
- Flexible working hours
- Workplace pension scheme
- Training and development opportunities
- Mental health and wellbeing support
- Above statutory paid sick leave
- Enhanced paid parental leave
- Employee Assistance Programme
- Monthly wellbeing hour
- Trained Mental Health First Aider's
- Regular staff socials, both virtual and in-person
- Eye tests paid for up to £35, glasses subsidised up to £30

Application

Please [visit our website](#) to download the application form. To apply, please submit your completed application form to recruitment@artuk.org by **9am on Tuesday 12th August 2025**. If you are experiencing issues downloading the document or require support in completing your form, please contact info@artuk.org. Forms must be sent in MS Word or a format compatible to MS Word. Please do not send PDFs. Applications sent as a PDF will not be accepted.

First-round interviews will be held via video call on **Friday 29th August 2025**. Candidates progressing to the next stage will be invited to a second video interview on **Wednesday 10th September**. If you have not heard from us within three weeks of the closing date, please consider your application unsuccessful.

As part of our commitment to Equality, Diversity and Inclusion please note that we redact some details from applications ahead of the shortlisting stage to ensure the removal of unconscious bias. Details that we redact include (but are not limited to) references to protected characteristics, names of educational institutions and indications of political affiliations.