



## Head of Marketing and Communications

Are you passionate about bringing art to everyone? Do you believe in the power of digital to transform lives?

We're looking for a Head of Marketing and Communications to promote our digital platforms including the main website, social media channels and the online shop, and expand the depth and breadth of audiences we engage with. As Art UK's first ever Head of Marketing and Communications, you would be joining the team at an incredibly exciting time in the history of this young and dynamic organisation.

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 a cultural education charity on a mission to make the art in UK public collections accessible to everyone, for enjoyment, learning and research. We enable global audiences to learn about the nation's art collection by digitising artworks, telling the stories behind the art and creating exciting opportunities for public interaction with art, both online and offline. Our recently launched schools learning portal makes all our learning resources easily searchable through one interface and links all UK schools to the national art collection.

Over 80% of the nation's art is not on public view, and until Art UK started its work much of this art had not been photographed. Our work is helping to radically change this, making what is publicly owned, publicly accessible – to anyone, anywhere. Originally focused on oil paintings, our scope has widened to include prints, drawings, watercolours, sculpture and photography.

We play a major role supporting public art collections by improving their accessibility and sustainability. Our platform currently shows 270,000 artworks by 50,000 artists, with new content being added each day. It is an ambitious collaboration between 3,300 institutions, making it one of the largest arts partnerships put together in the UK. Our innovative Art Detective initiative helps public collections solve mysteries behind their artworks and our Shop generates much needed commercial income for them. No other country in the world has a resource like Art UK.

The major focus for us now is increasing awareness of our work and growing our impact on audiences and collections.

## About You

As the Head of Marketing and Communications, you will play a major role in raising the profile of Art UK's work – both nationally and internationally. You will be responsible for creating the strategy around growing Art UK's brand, and will develop and implement a range of digital marketing campaigns for both Art UK and the Art UK Shop in collaboration with the Director and colleagues. Experienced in leading communications, you will have an excellent network of press contacts and will seek opportunities for media coverage of Art UK's work and the online shop, which directly benefits UK public collections.

You will have a digital marketing background with a passion for art and making it accessible to all and will have a track record in producing impactful marketing campaigns and using those to grow both audiences and sales. You will relish a new challenge and will be excited by the prospect of working in a young digital organisation. You will have an opportunity to shape this new role while benefiting from internal mentoring and training.

In this role you will report to the Director and sit on the organisation's Management Board. To start with you will not have any direct reports but will work closely with senior colleagues, particularly in the Content and Commercial teams. Later in the year a 6-month Kickstarter placement will join your team, and beyond that, following consultation with the Director, we may expand the team further, depending on the marketing strategy that you put in place.

## Key Responsibilities

- Lead responsibility for the development and implementation of Art UK's marketing and communications strategy, working closely with colleagues to ensure that the charity and its constituent parts are marketed effectively and targets are met
- Manage the Art UK brand, and how it is reflected and used for the benefit of the organisation and the wider sector, ensuring consistent communication of the charity's mission and values across all channels
- Initiate and implement a variety of marketing and communications campaigns to raise the profile of Art UK and help to grow its digital marketing capability
- Develop ecommerce digital marketing strategy for the Art UK Shop, and execute marketing campaigns to drive sales
- Write copy and oversee art direction related to marketing activities and media output
- Build strong relationships and networks with colleagues, partners and the media, proactively using contacts to identify and secure opportunities for national and regional media coverage of Art UK news and its work including products in the Art UK online shop
- Manage, alongside colleagues, an effective communications strategy, with stakeholders such as funders and participating collections
- Manage internal communications, including the production of an internal staff newsletter
- Monitor and evaluate all metrics from campaigns and marketing activities to inform and shape future strategies
- Manage the marketing budget and deliver effective marketing activity within agreed budget
- Share monthly performance reports with internal and external stakeholders
- Contribute actively to the wider strategic development of the Art UK charity by sitting on the charity's Management Board

## Necessary Skills

- Essential: Experience managing digital marketing in a successful organisation, including testing and evaluation
- Essential: Demonstrable experience of creating and implementing imaginative and successful digital marketing strategies that have increased audiences and/or driven sales
- Essential: Experience of delivering successful ecommerce digital marketing campaigns
- Essential: Experience of developing marketing campaigns across traditional media in collaboration with press and industry contacts
- Essential: A proven ability to build and maintain a network of media contacts on behalf of an organisation
- Essential: Excellent understanding of Google Analytics, Google AdWords, SEO, content marketing, social media strategies and A/B testing
- Essential: Strong experience of working with paid search and paid social as well as developing email marketing campaigns for different audiences
- Essential: Excellent written and verbal communication skills
- Essential: Excellent team-working skills and ability to work collaboratively
- Essential: Understanding of new GDPR regulations in relation to digital marketing
- Essential: Active interest in the visual arts and museums
- Desirable: Understanding of intellectual property rights in relation to digital images and artworks
- Desirable: Experience of digital marketing to non-UK audiences
- Desirable: Understanding of seasonal marketing campaigns in relation to global audiences
- Desirable: Experience working in an arts or heritage organisation

## Contract terms and benefits

- Full time, permanent post reporting to the Director
- Salary £39-44k per annum, depending on skills and experience
- Three-month probationary period
- Two-month termination clause
- 25 days annual leave plus English Bank Holidays
- Work from home, anywhere in UK

## Application

Please [visit our website](#) to download the application form. To apply, please submit your completed application form to [recruitment@artuk.org](mailto:recruitment@artuk.org) by 9am on Thursday 10 June 2021. If you are experiencing issues downloading the document or require support in completing your form, please contact [info@artuk.org](mailto: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.

Interviews will be held via video call on Wednesday 7 July 2021. 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.

Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit [artuk.org](http://artuk.org).