



JOB DESCRIPTION

Job Title: Senior Audience Engagement Manager

Division: Audiences

Department/Section: Marketing

Contract: Permanent, full time

Reporting to: Head of Integrated Marketing and Insights

Background

The V&A – the world’s leading museum of art, design and performance - is at one of the most exciting times in its history. Housing 2.3m objects that span 5000 years of human ingenuity, alongside a world-leading exhibition programme, the V&A family is expanding to multiple sites in London over the next four years, alongside recent V&A museum and gallery openings in Dundee, Scotland and Shenzhen, China.

Audience Engagement is part of the V&A’s Marketing team, within the V&A’s Audiences division – a new area that brings together the V&A’s brand, marketing, communications, visitor experience and CRM/ data teams across all of the V&A’s sites. Responsible for making our visitors feel part of the V&A’s growing family of sites, and placing the visitor at the heart of the V&A, V&A Audiences aims to build a global V&A brand, create a seamless V&A experience across all touchpoints, and help the V&A build a lasting relationship with both current and future audiences in the coming years.

Purpose of job

We are looking for a creative and commercially-minded Senior Audience Engagement Manager to increase the frequency, loyalty and value of three consumer audiences: subscribers, customers and Members.

This newly-created role champions a customer-centric marketing approach across the V&A, and is tasked with growing consumer engagement and revenue, and creating a multi-site audience engagement strategy for the V&A’s family of sites in South Kensington, the V&A Museum of Childhood in Bethnal Green, and the launch of two new sites on the Queen Elizabeth Olympic Park in East London in 2023.

Part of the V&A Audiences division’s senior leadership team, this is a great opportunity to build and lead a new, cross-departmental team. The post holder will be able to recruit two direct reports, as well as work closely with other existing CRM, social media and membership roles within the V&A.

The Senior Audience Engagement Manager will be the V&A’s expert in data-led customer marketing and communications, driving acquisition and innovation, briefing system and data requirements, and increasingly personalising customer journeys to improve loyalty and retention.

The new Audience Engagement team will also advise colleagues on best practice for digital marketing campaigns, and make recommendations on channel tactics, reporting and agency activity to ensure this area is effective and integrated with offline activity.

Key responsibilities

1. **Strategic direction:** develop and optimise a multi-site audience engagement strategy that increases the value of the V&A's subscribers, customers and Members.
2. **Targets:** Develop and leverage insight about our existing customer base to deliver financial and engagement targets and set acquisition targets
3. **CLV:** Develop the V&A's strategic approach to customer lifetime value (CLV), to inform commercial and product decision-making as well as tactical prioritisation of system and campaign developments.
4. **Regular reporting:** Reporting on financial and engagement KPIs, highlighting successes, campaign performance, engagement behaviours, challenges and priorities, and optimisation.
5. **Team Leadership:** Recruit, manage and develop a team of two: an Audience Engagement Manager and Email and Communications Developer. Work closely with other related roles across the V&A, including the Social Media and Audience Engagement Officer (with a dotted line into this role), and the Membership Engagement Manager.
6. **Customer first:** Champion a customer-centric marketing approach across V&A sites, and work with marketing colleagues to implement an innovative customer acquisition programme.
7. **Innovation:** Drive innovation in the V&A's approach to customer engagement and technology adoption, proactively exploring new ideas for segmentation, personalisation, automation and campaign management tools.
8. **Roadmap:** Input system and data requirements into technical roadmaps for CRM and eCommerce, outlining benefits to help determine prioritisation.
9. **GDPR:** Ensure our consumer marketing activity is compliant with the General Data Protection Regulation (GDPR) and Privacy and Electronic Communications Regulations (PECR), and keep abreast of the latest developments in data law and regulations.
10. **Personalisation:** Oversee the creation of personalised customer journey and lifecycle communications, from welcome, activation and retention working with stakeholders across Membership, CRM, Digital Media, eCommerce and Visitor Experience to implement and optimise across relevant touchpoints.
11. **Optimised Engagement:** Oversee the test and learn programme for communications, and advise on content strategies based on insights
12. **Communications:** Oversee, create and deploy all mass communications through the CRM and email service provider (ESP), including email, mail and future developments around SMS and phone. Oversee marketing lists, manage timelines, and ensure content is proofed and consistent with the V&A brand, and includes required unsubscribe mechanisms .

Additional responsibilities

It is the responsibility of all employees to be committed to health and safety and ensure familiarity

with all the museum's health and safety policies and procedures. You should always be security conscious, ensure familiarity and co-operation with all museum security procedures and you must always wear a security pass when on museum premises.

You should promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly, with respect and dignity.

You should carry out any ad hoc duties as requested by appropriate managers within your department.

PERSON SPECIFICATION

Essential requirements

1. A strong track record leading customer marketing and engagement at a strategic and operational level, working with a high-profile organisation or brand.
2. Strong evidence of achieving financial targets and increasing consumer engagement in a multi-channel, multi-product environment.
3. Experience leading a team to success and coaching individuals
4. Solid experience in end-to-end campaign management including content development, deployment, evaluation and optimisation.
5. Experience mapping and optimising customer journeys across touchpoints and the customer lifecycle
6. A passion for data to inform decision-making
7. Confident manipulating and analysing raw data, as well as briefing data professionals
8. Excellent understanding of the software and platforms that support consumer engagement including CRM, ecommerce and ESPs, with experience briefing requirements to technology professionals.
9. Thorough knowledge of digital marketing and best practice, including GDPR/PECR compliance requirements.
10. Ability to work collaboratively across multiple teams and functions.
11. Excellent written and verbal communication skills to inform and influence
12. Ability to plan, prioritise and juggle multiple projects simultaneously.

Desirable requirements

1. Experience managing lifecycle communications for a membership/subscription product.
2. Working knowledge of customer lifetime value (CLV).
3. Excellent copywriting and proofreading skills.

OTHER INFORMATION

Hours/Salary:

Net working hours (i.e. excluding meal breaks) are 36 per week.

The salary for this role will be £45,000 - £47,000. Salaries are reviewed on an annual basis.

Annual leave:

28 days plus 8 days public holidays

Pension benefits:

You will be auto enrolled into the Museum's Group Personal Pension Scheme and have the opportunity on completion of Probation to an enhanced pension provision, including an employer contribution of 10%.

Other benefits:

Non-contributory life assurance policy (to value of 4 x annual salary)

An interest free season ticket or bicycle loan is available after three months.

Free entrance to all the major museums and exhibitions in London as well as many others.

Subsidised staff restaurant

Discounts on purchases in V&A shops

Application process:

Please apply online via the V&A's website at www.vam.ac.uk/jobs

We are committed to promoting equality, diversity and inclusion through all our employment policies and practices. For this role, we particularly welcome applicants from those who are significantly underrepresented at the V&A such as men and individuals from black and minority ethnic communities, who meet the requirements of the person specification.

If you are having technical difficulties applying online, please use the online chat functionality which can be found on the bottom right hand side of the form. Alternatively, you can contact **Vacancy Filler** directly on **01509 236434**, and quote the role reference number and your application number (if known). Please note, Vacancy Filler are contactable, Monday – Friday between 9.00am – 5.00pm.

If you have any queries regarding the role and/or the V&A's recruitment process, you can email us – contacthr@vam.ac.uk or telephone us on 020 7942 2937 (Working hours Monday – Friday 9.00am – 5.00pm).

The closing date for this role is midday 27 August 2019.

Interview expenses will not be paid unless there is a prior agreement.