



ROYAL ACADEMY OF ARTS

June 2008

Dear Applicant

Marketing Officer – Promotions & Audience Development, Press & Marketing Department

Thank you for requesting information about the Marketing Officer position in the Press & Marketing Department of the Royal Academy of Arts.

Please find enclosed:

- A copy of the advertisement
- An outline job description
- Person Specification
- Summary of the main terms and conditions of employment
- Application form
- An introduction to the Royal Academy of Arts
- Summary description of the Academy's Collections

If you require an alternative format of the application form (for example in a larger print size or on tape), please do contact Human Resources on 020 7300 5795.

If you wish to apply for this position please fully complete the application form and return to me (at the Royal Academy), by the closing date of 11 July 2008 – if you would like an electronic version, please let me know. You may like to attach your CV to the application, but please do not submit your CV as your only means of applying for this job.

If you prefer, you may email your completed application to:

recruitment@royalacademy.org.uk .

Yours sincerely

Anne de Silva
HR Director

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Marketing Officer – Promotions & Audience Development
Salary c. £26,500 pa

We are looking for an experienced Marketing Officer to specialise in promotions and audience development in order to increase visitor numbers among key target groups and to develop a sense of loyalty among our existing visitors. You will also be involved in sourcing appropriate partners and managing such relationships to deliver a programme of events and promotions.

You are likely to have gained relevant marketing experience within the cultural tourism/arts marketing sectors or visitor attractions/service industries, developing promotional campaigns, web-based communications and direct marketing. You will need to be computer literate and have a genuine interest in the visual arts.

For job information contact our recruitment line: 020 7300 5833 (24hr), send an e-mail: recruitment@royalacademy.org.uk or visit our website: www.royalacademy.org.uk

Closing date: 11 July 2008

JOB DESCRIPTION

JOB: Marketing Officer – Promotions & Audience Development
DEPARTMENT: Press & Marketing Department

reports to: Head of Press & Marketing

MAIN OBJECTIVE

To develop core audiences

To devise, oversee and manage promotional campaigns

To work within the marketing team, and across the Academy, providing help, support and assistance across all marketing activities, as required.

MAIN DUTIES

1. In conjunction with the Head of Marketing (HoM), plans promotional campaigns in support of the Academy's exhibition programme which target and deliver increased audience numbers against agreed targets, increased media awareness of the Academy itself and of its exhibitions, events and activities.
2. Identifies opportunities/markets to target consumers particularly in the retail, publishing/broadcast media and domestic travel sectors. Develops and sustains these networks, contacts and interest.
3. Manages/oversees the development and implementation of the promotional programme. Involves on-site event management and developing good working relationships with Academy departments.
4. Develops and sustains promotional programmes in order to extend brand awareness of exhibitions sponsors.
5. Contributes to the annual budget forecast and preparation processes; monitors specific budgets and expenditure throughout the year, reporting to HoM on a regular basis.
6. Contributes to, and manages, as necessary, the print requirements in support of agreed promotions and devises/advises on distribution channels.
7. Manages/oversees e- and postal-based campaigns from active recruitment and mailings to increasing frequency of visits and cross-selling of Academy functions, together with selling of these lists to generate revenue.
8. Contributes to/manages conversion of public mailing list to 'paid-for' list.
9. Contributes to/helps manage Academy's market research programme.
10. Assists with the creation of web copy for exhibitions, promotions, etc. as required.
11. Occasionally represents Marketing, as required.

12. Ensures that Health & Safety policies, procedures and regulations are known, understood and complied with by yourself, your team and any contractors, suppliers and all others who work with the team.
13. Undertakes any other duty which may reasonably be allocated by HoM or other senior officer.

PERSON SPECIFICATION

JOB: Marketing Officer –Promotions and Audience Development
DEPARTMENT: Press & Marketing Department

ESSENTIAL AND DESIRABLE QUALITIES AND SKILLS

- Experience in marketing, with an emphasis on promotion campaigns and audience development work: gained in the cultural tourism/arts marketing sectors an advantage
- Ability to write effective copy for promotions and marketing projects developed within, and targeted at, the cultural tourism industry
- Understanding of audience development, website information systems, advanced ticket sales plus identification of specific and likely audiences and the ability to make the most effective approaches to them
- Experience of working to targets, ability to review and assess effectiveness of marketing campaigns together with a facility to report and summarise progress and outcomes
- Some experience of project management – liaison with departments, promotion partners, etc
- Excellent interpersonal skills to develop close working relationships with departments and to work effectively as a member of the marketing team
- Successful at both initiating ideas and projects, setting the necessary plans and framework in place, implementing and seeing the project through to completion and delivery. Experience within the cultural tourism/arts marketing sectors as advantage.
- Good team player – requires an understanding of the joint strength of team working with flexibility and adaptability
- Good organisational skills, computer literate and willingness to be self-sufficient in administrative terms using MS office, some database knowledge would be useful
- Effective salesperson: able to give presentations and ‘sell’ the Academy’s exhibitions programme targeting particular and potential partners and audience groups
- Understanding and experience of developing and managing mailing lists
- Good administrative skills; to manage time effectively, to collate material, to maintain records and to evolve and maintain effective monitoring systems
- Demonstrate an interest and awareness of the visual arts

SUMMARY OF MAIN TERMS AND CONDITIONS

The **Marketing Officer – Promotions & Audience Development** will report to the Head of Press & Marketing within the Press & Marketing Department.

Salary:	c£26,500 pa dependant on skills and experience
Hours of Work:	The working week is 40 hours including a one-hour lunch break. Working day usually from 9.30am to 5.30pm, variations in agreement with the Line Manager. The nature of the responsibilities is such that additional working may be required. No overtime payments are made
Probationary Period:	Three months, during which time a one (1) week notice is applicable to both parties
Notice Period:	Three months, applicable to both parties
Paid holiday entitlement:	5 weeks - 25 days per annum
Pension Scheme:	The Academy operates a contributory stakeholders' pension scheme. You would be entitled to become a member of the scheme after the successful completion of your probationary period.
Identity Checks:	You will be required to provide official documentation to confirm your right to live and work in the UK

The Royal Academy of Arts

The Royal Academy of Arts is a society of artists founded in 1768 to promote 'the arts of design' – painting, printmaking, sculpture and architecture and there are some 100 Academicians in these categories. Today the RA continues to fulfil its founders' aims by organising exhibitions, providing education and stimulating debate. The RA mounts a continuous programme of internationally significant loan exhibitions to which gallery education programmes, seminars and debates are linked. The annual Summer Exhibition of works of art by Academicians and other artists has been held since 1759. It is the largest open-submission, selling exhibition in the world. Future generations of artists are trained in the RA Schools, which offer the only three-year postgraduate fine-art course in Britain. The RA owns a major collection of works by members past and present and the oldest and one of the best fine-art libraries in Britain. The collection has been given marvellous gifts such as the Michelangelo Tondo on display in the Sackler Wing. The RA is self-supporting, receiving no money from government for its cultural activities.

Summary description of the Academy's Collections

The collections of the Royal Academy have been integral to the institution since its foundation in 1768. Sir Joshua Reynolds, the first President, quickly saw the advantages of forming a repository of great examples of art, not only to inspire students in the Royal Academy Schools, but also to demonstrate the skills and ambitions of the British School. The core of the collections consists of the 'Diploma Works', that is, works of art presented by Members upon their election as Royal Academicians. These works, however, have been supplemented by further donations from the artists themselves, as well as many bequests, gifts and donations, so that the collections now include approximately 850 paintings, 350 sculptures, and 500 casts after Antique sculptures and architectural details. In addition the Academy's collections include holdings of about 17,000 prints, drawings, and sketchbooks; 2,000 early photographs; a library containing roughly 13,500 rare and historic books; and an archive of artists' papers and institutional records comprising more than 700,000 individual items.

The key components of the Royal Academy's painting and sculpture collection are as follows:

Diploma works - This collection dates from the 18th century to the present and illuminates an on-going contemporary vision of a national school of art that is both uniquely personal to each artist and integral to the history of the institution. It includes significant paintings and sculptures by artists such as Henry Fuseli, Sir Thomas Lawrence, John Flaxman, J.M.W. Turner, Sir Henry Raeburn, John Constable, David Roberts, W.P. Frith, Sir Lawrence Alma-Tadema, Sir Hamo Thorneycroft, John Singer Sargent, Stanhope Forbes, Stanley Spencer, Victor Pasmore, Allen Jones, Barry Flanagan and David Hockney.

Teaching Collections - this part of the collection brings together a wide range of material relating to the principal historic function of the Academy as the country's first and, for many years, only free art school. Since the Academy's collections and library were created specifically by artists for artists, the works of art and other materials that they contain provide a unique insight into the history of the education of artists. This material includes a small collection of copies, including a full-size copy of Leonardo's *Last Supper* attributed to Giampietrino, and plaster casts after the Antique as well as unique écorché casts in some cases cast directly from dissected bodies. There is also a collection of medals, many of which relate directly to the Schools.

Portraits of Royal Academicians - these portraits of Members of the Royal Academy include iconic images of many British artists including the celebrated self-portraits by Sir Joshua Reynolds and Thomas Gainsborough, as well as significant representations of John Constable and Sir J.E. Millais, and revealing portraits of artists as diverse as Alma-Tadema, Lord Leighton, W.R. Sickert, John Bellamy and Sidney Nolan.

Michelangelo's *Taddei Tondo* - the only marble sculpture by Michelangelo in this country and arguably the nation's greatest forgotten treasure.