

JOB DESCRIPTION



Job Title	Deputy Head of Integrated Marketing	Duration	PERM
Division	ADE Division (Audience, Digital and Experience)	Hours/FTE	Full time
Dept	Marketing	Salary	£55k-£60k
Reports to	Head of Integrated Marketing and Insight	Direct Reports	1. Senior Manager, Brand & Campaigns 2. Marketing Manager, Commercial 3. Marketing Manager, Brand Licensing

Context

The V&A is a family of museums dedicated to the power of creativity. Our mission is to champion design and creativity in all its forms, advance cultural knowledge, and inspire makers, creators, and innovators everywhere. We share a 5,000-year-old story of creativity through exhibitions, events, educational programmes, digital experiences, conservation, research, and an ever-evolving national collection of over 2.8m objects spanning every creative discipline.

The V&A's Marketing Department is responsible for building the V&A brand and nurturing audience relationships across the UK and globally. With a fully integrated approach to all aspects of marketing, insight and audience engagement, the team delivers the V&A audience strategy through campaigns, content, and brand activations to build reach, relationships, and revenue.

Main Purpose of job

The Deputy Head of Integrated Marketing will partner with the Head of Integrated Marketing and Insight in the delivery of marketing strategy and plans to support the V&A's global Masterbrand, family of venues and online communities.

This role oversees and co-ordinates the V&A's expansive programme of marketing activity spanning the V&A's brand, public programme and commercial offer delivered through campaigns, content, partnerships, and digital engagement. From blockbuster exhibitions, such as Gabrielle Chanel. Fashion Manifesto and Naomi: In Fashion, to free events like Fashion in Motion and children-focused activities at Young V&A, to residencies, retail ranges, adult learning and global brand licensing, this role drives sector leading marketing thinking and output.

With 3 direct reports, this role leads a team of 11, working collaboratively across the Audience, Digital and Experience division and beyond to the craft creative and media delivery, develop audiences and partnerships that drive reach, reputation, and revenue for the V&A.

Key Responsibilities

- 1. Integrated marketing planning:** In partnership with the Integrated Head of Marketing and specialist leads in the Marketing and Communications team, define a coordinated programme of activities to support the V&A's goals across the V&A's free, ticketed, and commercial offer in person and online. Allocate team resources, manage timelines, facilitate cross-functional team-

working and support a fully integrated approach to marketing messaging and campaigns across owned, earned, and paid channels, onsite, content formats and partnerships.

2. **Team leadership:** Provide leadership and line-management for the commercial, brand and campaigns team (1 Senior Marketing Manager, 4 Marketing Managers, 5 Marketing Officers and Marketing Assistant), ensuring a collaborative team approach that supports and coaches team members to problem solve well and fulfil their potential.
3. **Brand strategy deployment:** With the Head of Integrated Marketing and Insight, deploy V&A brand positioning and strategy at Masterbrand and venue level (for V&A South Kensington, Young V&A, and the V&A Wedgwood Collection), ensuring all touchpoints support the brand, with a cohesive approach across multiple platforms, engaging and delivering new and existing audiences.
4. **Masterbrand initiatives:** In partnership with internal teams, capture and prioritise needs, driving the integration of Masterbrand positioning and strategy across the V&A's Masterbrand initiatives including V&A Membership, V&A Academy, V&A Shop, internal communications, and employer brand.
5. **Digital Content and Marketing:** Foster strategic alignment and collaborative working across V&A social and digital content teams, ensuring social media and digital content approaches are integrated across the marketing mix and teams, delivering against organisational and marketing objectives. Assist the team to embrace new digital marketing technologies and opportunities that improve effectiveness.
6. **Commercial Marketing:** Interface with the Commercial Division to develop a programme of marketing to support commercial objectives. Lead marketer for the Commercial marketing team (Commercial Marketing Manager, Brand Licensing Manager, Marketing Officer, Retail and Marketing Officer, V&A Academy) tasked with developing campaign strategies to deliver commercial returns across physical shop and Ecommerce, brand licensing, and V&A Academy. Support Membership objectives and work collaboratively with colleagues across the Audience, Digital and Experience division to co-ordinate commercial goals.
7. **Corporate Partnership and Sponsorship:** Manage the relationship with the V&A's internal Sponsorship and Partnership team to drive revenue for the V&A and support the marketing team in the development of marketing partnerships to drive reach with new audiences.
8. **Marketing planning for Multisite:** Working with the Head of Integrated Marketing and Insight, Senior Manager, V&A Brand & Campaigns, Marketing team Managers and venue leads across the V&A family of sites, establish new ways of working to drive operational efficiency and cross-functional collaboration for multi-site V&A (including Young V&A in Bethnal Green and V&A East launching in 2025).
9. **Marketing effectiveness:** Working with the Head of Integrated Marketing and Audience Insight team and analysts, use market intelligence, audience data and insight to develop activities and provide campaign reporting for immediate teams and wider stakeholders to enable organisational learning. Support the Senior Manager, Brand and Campaigns to oversee paid media budgets and the relationship with the V&A's media buying and advertising agencies, to deliver efficient and effective media strategies to drive brand value and revenue.

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role

PERSON SPECIFICATION

Job Specific	<ol style="list-style-type: none"> 1. Experienced marketing professional, with a strong track record of delivering a complex matrix of high-profile multi-channel brand activations and marketing campaigns from inception to completion. 2. Hands-on experience of understanding and translating commercial strategies and goals into marketing programmes that deliver against commercial targets. 3. A strong team leader, decision maker and problem solver, able to motivate and align teams, helping individuals adapt to changing circumstances and setting a clear direction. 4. An exceptionally organised operator, adept at moving projects through complex stakeholder and team matrix working set-ups, balancing multiple priorities and resources. 5. Demonstrable passion for creativity and culture.
Core Skills	<p>Excellent standard of written English and numerate with the ability to analyse data and financial inputs.</p> <p>Significant interpersonal and consultative skills, including the ability to communicate, present, negotiate, influence and build credibility with colleagues at all levels and external parties</p> <p>Experience across the digital marketing mix e.g. commissioning and overseeing digital content, Google Analytics etc.</p> <p>Significant experience of managing and prioritising a high workload and multiple complex issues and tasks in a changing environment with tight deadlines</p>
Behaviours	<p>Respects others' expertise, time, perspectives, and contribution.</p> <p>Takes responsibility for delivering on actions, achieving high-standards, and learning from mistakes</p> <p>Open to change, new ideas and suggestions; looks for opportunities for improvement and self-development</p> <p>Works with others outside their own department in a collaborative, understanding, and engaging way.</p> <p>Actively leads and manages others, taking ownership of corporate decisions and role models positive behaviour.</p>
Desirable	<ol style="list-style-type: none"> 1. Experience within the arts, museum or leisure markets 2. Knowledge of the UK media landscape including media planning and buying

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

Normal working hours are 9am-5.15pm Monday to Thursday and 9am-5pm Fridays.