



Together, we make it V&A

All Venues
Digital Marketing Officer

V&A

Digital Marketing Officer

Reports to	Digital Marketing Manager
Department	Marketing / Audience Engagement team
Line Management	N/A
Principal Location	V&A South Kensington
Hours	36 hours
Salary	£32,000-£35,000 pa
Contract	Fixed Term 12 months





Who we are

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 Audience Engagement team champions a customer-centric marketing approach across the V&A, tasked with growing consumer engagement and revenue, and creating multi-channel audience engagement strategy for the V&A's family of sites.

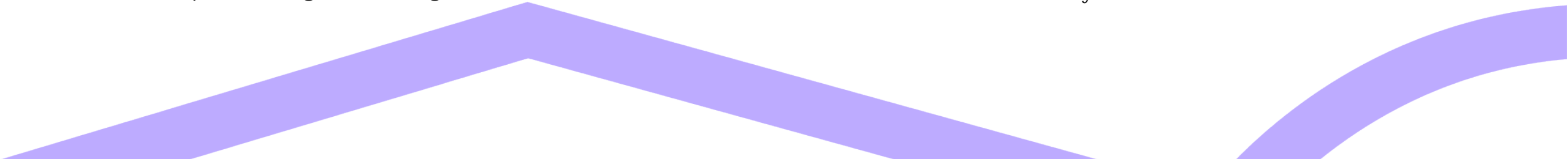
About the role

As our Digital Marketing Officer, you will be responsible for implementing effective digital marketing strategies to increase brand awareness, drive website traffic, and generate sales working across various digital channels to support all V&A offering.

1. Implement, manage and optimise paid social campaigns including Facebook, Instagram, Tik Tok, LinkedIn, etc. to support the V&A offering across our various venues.
2. Implement, manage and optimise Google and/or Microsoft campaigns including search, Pmax, DemandGen & YouTube, map keywords and write ads to drive traffic and sales to support the V&A's public programme, exhibitions and commercial activities.
3. Analyse campaign performance using Google Analytics (GA4) and other relevant tools.
4. Report the performance of all digital marketing campaigns, putting in place a proactive, data-driven approach of performance and spend optimisation, to achieve organisational goals.
5. Manage billing and invoices.



What we're looking for

- Experience with executing successful paid digital marketing campaigns.
 - Strong understanding of social media platforms and paid search.
 - A keen eye for creative and engaging content and fresh approaches.
 - Experience in using digital marketing tools, such as Google Analytics, Looker Studio, etc.
 - Strong analytical skills with the aim of gaining actionable insights and constantly optimising all paid digital marketing activities.
 - A passion for digital, staying up to date with trends and developments in digital marketing, data and measurement.
 - A collaborative problem solver with ability to work well independently and with a variety of internal stakeholders, to identify target audiences and devising digital campaigns that deliver results.
 - Good standard of written English and highly numerate with the ability to carry out complex numerical analysis. .
 - Takes responsibility for delivering on actions, achieving high-standards and learning from mistakes.
 - Open to change, new ideas and suggestions; looks for opportunities for improvement and self-development.
 - Shares our Values of Sustainability, Equity, Creativity, Collaboration & Generosity
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Why work here

We strive to integrate **equality, diversity, and inclusion** consistently and naturally into all our activities.

We are proud to be an **open, tolerant, and diverse** organisation. We want to do more to welcome a broader audience and develop a more diverse workforce.

We work closely with our **staff networks** to develop our employee experience.

The V&A values are **Equity, Sustainability, Generosity, Collaboration and Creativity.**

We are committed to a strict **zero tolerance policy on any discrimination, harassment or bullying.**

Disability Confident

We are committed to guaranteeing an interview for applicants who declare they have a disability and meet the minimum criteria for the role.



What we offer you

- **29** days of holiday + public holidays each year
- **5.5%** employee pension contribution, **10%** employer pension contribution (*post-probation*)
- Life assurance scheme (*to value of 4 x annual salary*)
- Family-friendly policies e.g. enhanced maternity + paid carers leave
- An interest-free loan for a travelcard, bike, or for a deposit if you're renting (*post-probation*)
- Free sanitary products for all employees across our sites
- Free entrance to many major museums and exhibitions
- Benefits platform offering discounts at major retailers
- Socials events, such as staff summer and Christmas parties
- An Employee Assistance Programme – free and confidential services to provide support
- Tickets to V&A exhibitions for you, your friends or family + 25% discount on V&A shops and cafes



What next

Apply here

[Vacancies at the V&A · V&A](#)

Application Deadline

22 June 2025

We operate anonymous shortlisting at the V&A. This means that the manager cannot see your name, contact information, or equality data when shortlisting your application.

We are a Disability Confident Employer offering guaranteed interviews to those who declare their disability and meet the job criteria under the Disability Confident Scheme.

Interview/Assessment days W/C 30 June

Any Questions?

Contact our Recruitment team at careers@vam.ac.uk



Thank you

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