



Collections Marketing Specialist

Are you passionate about bringing art to everyone? Do you believe in the power of digital to engage people with the arts? We're looking for an enthusiastic Collections Marketing Specialist to join our friendly and dedicated team.

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 an art education charity and the online home for every public collection of art in the United Kingdom. It is making the UK's national collection of art accessible to everyone online – for enjoyment, learning and research. Art UK brings together art from almost 3,500 British institutions in one of the UK's largest ever arts partnerships and showcases this art to a global audience of 5.5m users per annum. Approaching 60% of this audience is overseas.

Art UK provides significant support to museums and galleries in the UK, by providing them with a shared digital platform to showcase their art collections, reach new audiences, and generate income. Most of these collections would not be able to show their art online without Art UK. The Art UK platform is rich in [story content](#), [learning resources](#) for teachers and students, and [public engagement opportunities](#). A shared [e-commerce infrastructure](#) helps collections generate much needed commercial income.

About You

As the Collections Marketing Specialist, you will be part of Art UK's 'Digital skills training for collections' programme, supporting collections in developing confidence in digital storytelling, marketing, and audience engagement. Working alongside the programme team, you will design and deliver training webinars and documentation for Art UK's collection partners. Additionally, you will provide one-on-one marketing support to a cohort of 20 collections across England. As part of the programme, these collections will design, create, and promote digital content. You will play a key role in shaping this content, advising on suitable platforms, and guiding them on measuring success.

You will be an experienced marketing professional with knowledge of creating and sending email communications. You will be confident at designing social media marketing and running paid advertising campaigns including e-commerce marketing. You will understand digital audiences and how to best engage them.

With strong organisational and multitasking skills, you will be confident at creating and scheduling multiple campaigns. You will have experience of delivering webinars and be confident in building relationships with stakeholders, utilising your excellent communication skills and ability to share knowledge and support learning.

You will work as part of the marketing and communications team, supporting the efforts to help promote Art UK and its Partner collections. You will keep up to date with the latest trends and developments in digital marketing, sharing this knowledge within the team and with collections.

Your commitment to equality, diversity, and inclusion aligns with our organisational values, and you are passionate about contributing to a positive workplace culture.

Key Responsibilities

Support skills development in collections

- Plan and deliver webinars that introduce collections to digital marketing principles
- Provide one-to-one digital marketing support for stakeholders from a group of collections
- Contribute to the creation of toolkits and learning resources that help collections to develop their digital marketing skills

Create and run digital marketing campaigns

- Support participating collections in planning, creating, and running organic and paid social media campaigns
- Produce and issue email newsletters
- Design marketing assets for use by Art UK and collections
- Measure and report on performance of campaigns

Contribute to marketing and communications team

- Play an active role within the marketing and communications team, supporting marketing campaign development and planning
- Share knowledge and insight into the latest digital marketing trends
- Support with the creation of weekly newsletter
- Collaborate on audience understanding initiatives

Necessary Skills

- Essential: Experience designing and running organic and paid digital marketing campaigns
- Essential: Ability to create engaging content for a range of digital audiences
- Essential: Experience monitoring and reporting on campaign performance
- Essential: Knowledge of design software (including Canva and Photoshop) and the ability to design digital assets
- Essential: Strong knowledge of email marketing creation and management
- Essential: First-class written and spoken communication skills, with the ability to engage and work effectively with a wide range of people
- Essential: Confidence in delivering webinars and presentations
- Essential: High level of attention to detail
- Essential: Excellent IT skills (including Microsoft Office)

- Essential: Self-motivated and reliable
- Essential: Ability to multi-task and prioritise your own workload
- Essential: Ability to work independently and as part of a team
- Essential: Experience working in or with an arts or heritage organisation
- Desirable: Active interest in the visual arts and museums

Contract terms

- 2 days a week, 0.4 FTE
- Fixed-term contract until 31st December 2026
- Salary £33,000 per annum (pro rata)
- Three-month probationary period
- One-month termination clause
- Work from home, anywhere in the UK

Benefits

- 25 days annual leave plus regional Bank Holidays (pro rata)
- Paid Christmas closure period (Christmas Day to New Year's Day)
- Flexible working hours
- Workplace pension scheme
- Training and development opportunities
- Mental health and wellbeing support
- Above statutory paid sick leave
- Enhanced paid parental leave
- Employee Assistance Programme
- Monthly wellbeing hour
- Trained Mental Health First Aider's
- Regular staff socials, both virtual and in-person
- Eye tests paid for up to £35, glasses subsidised up to £30

Application

Please [visit our website](#) to download the application form. To apply, please submit your completed application form to recruitment@artuk.org by **9am on Wednesday 23 April 2025**. If you are experiencing issues downloading the document or require support in completing your form, please contact 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 **Friday 9 May 2025**. 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.