

Role Description: Brand & Campaigns Officer, V&A East

- Contract:** Fixed Term Contract (2 Years)
- Hours:** 36 hours per week
- Salary:** £27,000 - £33,000 per annum
- Manager:** Senior Manager, Brand & Campaigns V&A East

Context

V&A East is dedicated to creative opportunity and its power to bring change. V&A East Storehouse and Museum are two free cultural destinations created in partnership with young people and inspired by east London's creative heritage. Working directly with the voices that are shaping global contemporary culture, V&A East will bring the V&A collection and archive to life in new ways, celebrating making in all its forms and opening up new possibilities and discoveries for everyone. Opening in east London, 2025.

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 leads the V&A's high-profile cross-channel marketing campaigns and partnerships, as well as CRM, visitor acquisition and retention for the V&A's family of sites.

This role works with the Senior Brand & Campaigns Manager, V&A East. Both roles sit within the V&A's Marketing Department but are embedded within the wider V&A East team. They are tasked with delivering campaigns and brand activations to build a sustained and engaged audience for V&A East, enabling us to reach our ambitious audience targets for V&A East Storehouse and Museum when the two sites open in 2025.



External render view of the new V&A East Museum at Stratford Waterfront, designed by O'Donnell + Tuomey. © O'Donnell + Tuomey / Ninety90, 2018



Internal render view of the new V&A East Storehouse at Here East designed by Diller, Scofidio + Renfro. © Diller, Scofidio + Renfro, 2018

Purpose of Role:

V&A East is for everyone but we aim to super serve Gen Z and local audiences, as well as those who would not usually visit a museum or gallery. In line with this, the V&A East Brand & Campaigns Officer will be involved in the ideation and delivery of marketing and brand activations that bring together more traditional marketing with approaches more common in youth culture brands. The V&A East Brand & Campaigns Officer will be tasked with essential campaign delivery and implementation for brand and public programmes at V&A East, working closely with the Senior Brand & Campaigns Manager to ensure these are delivered on time and on budget.

Responsibilities:

1. Provide project support to the Senior Brand & Campaigns Manager on marketing and brand awareness campaigns for the two sites, V&A East exhibitions and public programming. This includes working on all aspects of marketing campaign implementation, development of campaign strategies, managing traditional and digital media advertising, promotions and partnerships.
2. With guidance from the Senior Brand & Campaigns Manager, act as proactive brand guardian for V&A East ensuring we're living our values as a brand across the V&A East team. This includes maintaining brand guideline hub (Frontify), templates, the image bank and the brand hub, as well as providing general guidance.
3. Support the Senior Brand & Campaigns Manager to develop new marketing and creative partnerships and extend the V&A East ecosystem through the organisation of activities, events, and collaborative projects.
4. Work with the Senior Brand & Campaigns Manager to ensure V&A East brand and campaigns activity is communicated, and where possible integrated with wider East Bank partner institutions.
5. Work with internal colleagues (including Social, Audience Insight, Audience Engagement and Digital) and external media agencies to co-ordinate and share campaign performance data to optimise media efficiency and spend, helping to support a results focused, test and learn approach to digital campaigns.
6. Co-ordinate and manage supply of assets and campaign plans with internal Design and Content teams, helping teams to plan and make best use of finite internal resources.
7. To be an ambassador for audience-led thinking and a V&A East brand champion, working collaboratively with key contacts across the museum and multiple departments, including Design, Digital Media and Publishing, CRM, Visitor Experience, Membership, Exhibitions, Development, Interpretation, Learning and more.

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.

We are looking for:

Job specific:

- Demonstrable experience of working on the delivery of a creative project within a campaign, projects or marketing setting.
- Meticulous attention to detail. Excellent copywriting, editing and proof-reading skills.
- A strong understanding of youth culture, and the socio-cultural landscape within which V&A East is situated and a keen eye for engaging campaigns, creative and content tailored to specific audiences.
- Exceptionally organised, with experience of providing administrative support in a creative setting.
- Proficient in the basics of digital campaign reporting, able to use data and insight to make decisions and improve effectiveness.
- Experience of working with design teams and agencies to produce marketing materials and production plans (from print to digital display and social media assets), making best use of available resources.
- Shares our Values of Sustainability, Equity, Creativity, Collaboration & Generosity

Core skills:

- Excellent standard of written English and confident numeracy, able to analyse data and financial inputs to manage budgets and plans.
- Experience of communicating clearly, with the ability to adapt your communication style for different groups. Experience of using MS Office, Google Analytics and other relevant IT systems to an intermediate / advanced level. Ability to think creatively and flexibly, working under own initiative to manage high workload and multiple priorities whilst meeting deadlines.
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Desirable:

- Experience of independent creative projects that have built community or engagement.
- Experience in a youth culture brand or creative agency working with youth culture brands.



Yinka Shonibare CBE RA - Hybrid Mask II (K'PELIYE'E) 2021



T-shirt, 1970s, Uk. Museum no: T.604-1997. © Victoria and Albert Museum, London



Preston Bus Station #139, 2011-2018 by Jamie Hawksworth, © Jamie Hawkesworth

What we can offer you:

- Generous pension scheme: post-probation 5.5% employee contribution, 10% employer
- Generous holiday: 29 days plus bank holidays
- Flexible working options
- Tickets to V&A exhibitions for you, your friends or family
- 25% discount on V&A shops
- Give as you earn scheme (tax free charity donation scheme)
- An interest free season ticket or bicycle loan
- An interest free rental deposit loan
- Free safety check and small repairs to your bike with Dr Bike
- A wide range of training and professional development opportunities (apprenticeships, online training hub, regular training courses)
- Several staff diversity networks which bring together everyone at the with a shared interest in an equality issue to exchange information, support and influence positive change throughout the organisation. Members of staff diversity networks play an important role in promoting dignity and respect and understanding of diversity and inclusion at the V&A. Current staff diversity networks include: Disability Action Group, Anti-Racism Taskforce, Decolonisation Reading Group.
- An Employee Assistance Programme which provides information and support on a range of topics, from health and fitness to finance, childcare and counselling. This free, confidential service is available to all our employees online and on the phone 24/7 and includes a bullying and harassment helpline.

Key dates:

- Application closing date: **15 January 2024 at 9am**
- First Interviews: **22 or 23 January 2024**

Equity, Diversity & Inclusion

At the V&A we strive to ensure that opportunities to work and develop at are open to all. We treat all job applications equally, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation, or any other equality characteristic. We particularly encourage applications from disabled people and people from global majority backgrounds, as these groups are currently under-represented in the cultural sector. At the V&A we have a good gender balance however in certain departments, such as IT, we welcome female applicants and, in our exhibitions, or development teams, we welcome male applicants.

We welcome applications from everyone, in particular those from Hackney, Newham, Tower Hamlets and Waltham Forest, to help build our V&A East Museum and Storehouse for and by the local communities.