

## Marketing Manager, Public Engagement & Learning



### British Library

£34,391 – £39,743 pa

Permanent, Full Time

Closing Date: Sunday 29th January 2012

The Library is recruiting a Marketing Manager to lead the development and implementation of the marketing strategy for its Public and Learning audiences. This is a senior position within the Public Engagement and Learning team which necessitates considerable proven experience of planning and delivering high-profile marketing campaigns in the extremely competitive marketplace of London's cultural sector.

The role is central to the success of the Library's public exhibitions and events programme which attracts over 800,000 visits a year to the Library's St Pancras building and over 2.5m visits a year to the Library website.

The successful candidate will need to demonstrate a comprehensive understanding of the UK cultural sector and be able to develop and implement marketing strategies for ensuring the Library remains competitive and sustains or grows its market share within the visitor economy. They will also be responsible for raising public awareness of the British Library as a place for learning workshops and teacher training, both onsite and online.

Working within the Public Engagement and Learning team, the Public Engagement & Learning Marketing Manager will undertake campaign planning and analysis, provide input on customer insight and manage marketing initiatives, to bring to life the extraordinary heritage held within the British Library through immersive and interactive experiences.

For further information and to apply online, please visit the British Library careers website using the link below.

<b>Location:</b>	St. Pancras, London
<b>Category:</b>	Marketing
<b>Duration:</b>	
<b>Type of Contract:</b>	Permanent
<b>Hours:</b>	Full Time
added: Jan. 17, 2012	deadline: Jan. 29, 2012

More information: [http://gs10.globalsuccessor.com/fe/tpl\\_britishlibrary01.asp?newms=jj&id=86696&aid=17303](http://gs10.globalsuccessor.com/fe/tpl_britishlibrary01.asp?newms=jj&id=86696&aid=17303)