

V&A East

Job Pack

V&A

Role Essentials



We particularly welcome applications from those living in our local boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest.

Role: Senior Campaign Delivery and Channel Manager, V&A East

Team: Audiences Division – Marketing and Communications team

Reporting Line: Head of Integrated Marketing and Insight (dotted line Deputy Head of Comms)

Contract: Fixed Term – until 30 Sept 2026

Salary: £45k-£50k per annum

Hours: 36 hours per week, 9am-5.15pm Mon-Fri

Location: Primary location V&A East, Queen Elizabeth Olympic Park, secondary location: V&A South Ken (60% on site, 40% remote working)



Who we are

The V&A is a family of museums dedicated to the power of creativity.

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 and bringing the V&A collection and archive to life in new ways, V&A East celebrates making in all its forms, opening new possibilities and discoveries for everyone. V&A East Storehouse's access-all-areas experience of the V&A collection opened to widespread public and critical acclaim in May 2026, and V&A East Museum will open in Spring 2026, introducing new galleries and a multi-faceted public programme, including landmark exhibition, **The Music is Black – A British Story**.

V&A East is for everyone but aims to super serve Gen Z and local audiences, as well as those who would not usually visit a museum or gallery.

The **V&A's Audience division** has a mission to grow and diversify the V&A's audiences, onsite and online. With a fully integrated approach to all aspects of marketing, insight and audience engagement, the **Marketing 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 museums.



What we stand for

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.

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

Disability Confident

We are committed to guaranteeing an interview for applicants who identify as having a disability and meet the minimum criteria for the post. If you are applying under the scheme, the recruiting manager will be notified. If short-listed, we will ask you about any reasonable adjustments you need to participate in the next stage of the selection process.



Role summary

Working at the intersection of marketing, partnerships, digital, and community engagement, this role is responsible for maximising resources and opportunities to build campaign reach and engagement for the launch of V&A East Museum, the opening exhibition The Music Is Black and public programming across the V&A East sites and East Bank.

The **Senior Campaign Delivery and Channel Manager, V&A East** sits in the V&A's Marketing team, acting as a linchpin for the multi-faceted complex launch across the Audience Division (marketing, digital, communications), the V&A East venue team (including curatorial, learning and operations), as well as other central support functions (design, development and commercial) and external partners (including East Bank, media and brand partners. Their focus is to ensure strategic, effective and efficient delivery that meets V&A East's audience and commercial goals through all touchpoints, partners and channels (paid, earned, shared and owned).



Role summary

Campaign and partnership management

- Hold end-to-end launch project plan from planning to delivery, and reporting.
- Bring together multi-channel campaigns and content (digital, social, outdoor, partnerships, PR) with specialist team leads, to reach priority audiences with internal teams and external relationships
- Act as central point for delivery of partnership marketing opportunities, including with East Bank, Queen Elizabeth Olympic Park, campaign sponsors and relevant youth focussed brands
- Be responsible for project timelines, budgets, agencies, and cross-team delivery
- Managing multiple stakeholder groups internally and externally to ensure clear alignment and communication, and on-time, on-budget delivery.

Channel strategy and delivery

- Working with specialist agencies and teams, implement multi-channel campaign plan that engages young, local, and diverse audiences.
- Hold integrated content and media plan for digital, social, outdoor, print, and broadcast media to ensure joined up delivery.
- Manage integrated campaign performance data with senior stakeholder groups
- Manage influencer and community ambassador programme delivery, ensuring authentic representation and reach

Community and audience focus

- Work closely with community engagement teams to embed local voices into campaign storytelling.
- Ensure marketing and launch activity reflects the cultural richness and diversity of East London.
- Drive partnerships with local schools, colleges, creative networks, and grassroots organisations



Who we are looking for

Essential

- Proven track record of delivering complex, high-profile launch or event programmes.
- Experience managing multi-channel marketing and communications campaigns with measurable impact.
- Digital marketing expertise, including social media strategy and analytics.
- Experience managing creative and media agencies and production partners.
- Exceptional project management skills, including budget management and stakeholder coordination.
- Excellent communication and interpersonal skills, with the ability to work across cultures and communities.
- Understanding of audience development, particularly engaging young and diverse communities.
- Shares our Values of Sustainability, Equity, Creativity, Collaboration & Generosity

Desirable:

- Knowledge of East London's cultural landscape and V&A East target audience.
- Lives in one of our local boroughs (Hackney, Newham, Tower Hamlets, Waltham Forest)



We are looking for someone with transferrable skills and not necessarily someone with a conventional museum background

What we can offer you

- **29** days of holiday + public holidays each year (pro rata if part time)
- **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*)
- Tickets to V&A exhibitions for you, your friends or family + 25% discount in V&A shops and cafes
- Free entrance to many major museums and exhibitions
- Exclusive access to My V&A Benefits – an on-the-go app for all your V&A benefits and discounts at all major retailers including Tesco, Sainsbury's, Odeon, ASOS, H&M and many more!
- Socials events, such as staff summer and Christmas parties
- Staff networks
- An Employee Assistance Programme – a free, confidential, and comprehensive set of services designed to provide support and a balanced and healthy working environment.
- Free sanitary products for all employees across our sites



What happens next

Apply here

<https://www.vam.ac.uk/vacancies>

Application tips

Application Deadline Tuesday 21st October

You will be emailed by our Recruitment team usually 2-3 weeks after the application deadline with an update on your application.

Interview (panel, competency based) 5/6/7 November

Start Date Immediate start

Any Questions?

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





V&A East

Thank you

V&A

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