

Marketing and Readership Manager, The Burlington Magazine

Central London, Jun 1, 2024–Jun 1, 2025

Application deadline: Apr 7, 2024

The Burlington Magazine

Job Title: Marketing and Readership Manager

Reporting To: Managing Director

Location: London

Mobility: Occasional travel in London and the United Kingdom may be required for this role, generally for short periods ranging from one to three days. The job holder should also have the flexibility to travel at short notice.

Hours Full-time, 9am – 5pm with occasional overtime and weekend work, as required

JOB SUMMARY

The Marketing and Readership Manager is responsible for delivering marketing activity to drive subscription volume and renewals, as well as product marketing campaigns for The Burlington Magazine, Burlington Press titles, Burlington Contemporary, prizes, scholarships, and events. They also manage the relationship with our subscription service provider and mailing house, including overseeing the web shop. The Salary band is 40k-50k.

KEY RESPONSIBILITIES

- To manage all circulation-related marketing and distribution
- To drive subscriptions volume, renewals and acquisition
- To plan, execute and monitor all other company marketing campaigns
- To manage all other product marketing for The Burlington Magazine (TBM), Burlington Press (BP) and Burlington Contemporary (BC)

SCOPE OF WORK

Readership

- Maintain and increase the magazine's subscription and trade sales circulation and revenue in both print and digital channels
- Identify and implement long-term and profitable subscriber-value promotions, both through the magazine, online and via third parties, building on existing customer relations to improve retention amongst subscription database
- Formulate strategies to monitor and understand subscriber behaviour
- Primary contact for subscriptions services provider, overseeing subscriptions reporting
- Primary contact for mailing house, overseeing subscriber mailing list and editorial/advertiser

copies

- Process monthly print orders, set print run and manage distribution worldwide

Marketing

- In discussion with Managing Director, set and manage annual marketing budget
- Deliver dynamic and results-driven subscription marketing strategy for acquisition and retention
- Devise regular, targeted campaigns to win back lapsed subscribers
- Oversee production of in-house advertising and marketing material
- Create and implement effective marketing campaigns for Burlington Contemporary, prizes and scholarships, and Burlington Press book publications
- Oversee paid and organic social media strategy for TBM and advise on best practice for BC
- Oversee development of Burlington online community through e-newsletters
- Keep up to date with best practice marketing, reviewing processes and ways of working.

Other

- Write and/or present reports to the board, as required
- Provide reporting / data for other business areas as appropriate
- Ensure that web shop is kept up to date in partnership with subscriptions agency
- Organise marketing-related contra advertising exchanges, in partnership with Head of Partnerships
- Provide mentoring for Marketing Executive as required

Skills

High level of familiarity with MS Excel

Google Analytics (G4)

Google Advertising

Knowledge of paid social media dashboards (Meta, X)

Familiarity with social media scheduling tools (Later)

Familiarity with email campaign tools (Mailchimp)

Reference:

JOB: Marketing and Readership Manager, The Burlington Magazine. In: ArtHist.net, Mar 22, 2024 (accessed Jun 9, 2026), <<https://arthist.net/archive/41493>>.