



## **Job Description and Person Specification**

### **Senior Marketing Manager**

Reports to: Marketing Director  
Location: 5-day-a-week, in-office role based in Central London.  
Salary: Based on experience  
Duration: Full Time, Permanent Position

#### **About Twist**

A fantastic opportunity has arisen for a Marketing Manager to support all marketing activities at Twist Museum London - a trailblazing concept that marries deep immersive experiences with the education of a museum, incorporating elements of the most successful visitor attractions. Science, technology and fun are at the forefront of what we do.

Twist is a trip down the rabbit hole into the world of illusions. Not just experiencing the strange and unknown, but understanding it. How do illusions work? When all your senses are deceived, what happens to the brain? And how do these stimuli shape your sense of reality? Twist was founded to examine the science behind such questions through fun, interactive exhibits for all the family.

#### **About the Role**

The Marketing Manager will work closely with the Marketing Director, Head of Operations, the museum team and our agency partners to ensure we are building efficient and effective marketing campaigns to serve our customers, achieve our sales objectives and grow our brand.

#### **Areas of responsibility:**

- Work with the Marketing Director to plan, develop, and execute marketing campaigns across both organic and paid channels.
- Collaborate with our paid media agency as they execute PPC campaigns and place targeted ads on digital platforms to enhance lead generation.
- Collaborate with Twist's ticketing partners to ensure that codes, promotions, campaigns, cart abandonment strategies, and no-show outreach are working effectively.
- Manage relationships with our social media agency to enhance engagement, grow our follower base, and convert audiences into customers.
- Work with Twist's internal team and partner agencies to craft a content creation plan, including the development of an annual content calendar.
- Website Management: Optimise the Twist website to enhance user experience and interface. Monitor traffic flow and analyze user behavior to improve site performance and conversion rates.
- Oversee organic SEO performance, actively boost organic acquisition, and direct programmatic SEO efforts in collaboration with our agency.
- Manage the CRM system and our email marketing programme to enhance customer engagement, drive retention, and fuel growth.



- Run Twist's influencer marketing programme and oversee the execution of campaigns, from briefing to content approval and performance reporting.
- Build and maintain strong relationships with affiliate partners, publishers, and network platforms to drive revenue.
- Drive relationships with tourism boards, membership programs, and corporate partners to maximise collaborative marketing opportunities.
- Design and execute specialised marketing campaigns aimed at schools and group travel sectors to enhance outreach and tailored engagement.

### **What type of person are we looking for?**

We're after a creative, tech-savvy marketer with a strong grasp of digital tools and a passion for building campaigns that connect. Ideally, you'll bring:

- 2–5 years' experience in a marketing role, ideally within a fast-paced, consumer-facing environment (e.g. visitor attractions, events, festivals, retail, hospitality, or entertainment).
- Fluency with CRM systems (Klaviyo, Hubspot), and CMS tools—you know how to use the right tech to make marketing work harder.
- A data-led mindset—you're confident using GA4, Fever, PowerBI and Looker Studio to analyse performance and optimise campaigns.
- Experience with paid media platforms like Google Ads and Meta Ads Manager.
- A strong grasp of affiliate and influencer marketing—you know how to brief, manage, and measure impact.
- Excellent copywriting and communication skills, with an eye for visual detail and brand consistency
- Proven ability to manage multiple projects and adapt quickly in a fast-moving environment.
- Experience working with agencies, freelancers, and other external partners.
- A genuine interest in immersive experiences, science, tech, or the arts—you're curious, creative, and always thinking a few steps ahead.

### **How to apply**

Please email your application to Heidi Megele at: [heidi@twistmuseum.com](mailto:heidi@twistmuseum.com).

If you're passionate about this role and excited to grow with us, we strongly encourage you to apply - even if you don't meet every listed qualification just yet. We'd love to hear from you.