



Kim Gowland has been working in marketing communications and audience development in arts and cultural organisations in the UK for around 15 years. She has high level experience in strategic audience development, marketing communications, media relations and brand development.

Since 2006, Kim has been Principal Manager: Audience Development, Manchester City Galleries.

She is based at Manchester Art Gallery, a popular cultural destination which attracts 400,000 visitors per year and winner of numerous audience awards.

Kim leads a team of five staff which have responsibility for audience research, marketing, communications and media relations, web and digital marketing, branding and design, and fundraising communications.

During her time at Manchester Art Gallery, Kim has managed two successful rebranding projects for the gallery, the most recent of which was in 2006/07. This included a major redesign of the organisation's communications materials, which focused on audience motivations, as well as improvement to Manchester Art Gallery's public spaces to improve visitors' experiences in the venue. This project won a Business Design Association National Design Effectiveness Award.

Kim also sits on the Manchester Museums Marketing Consortium, which is currently working on a major collaborative audience development project funded by the Northwest Development Agency and aimed at increasing cultural tourism audiences to the region.

Kim began work at Manchester Art Gallery as Communications Manager in 2000, and managed an award-winning public relations, branding and advertising campaign to relaunch the gallery following a 35million transformation. Before that, she held PR and marketing roles at Cornerhouse Manchester, Huddersfield Creative Town Initiative and a range of UK arts festivals.

Kim is currently a mentor via the AMA mentoring scheme and is also taking part in the Encore Coaching Scheme. She has spoken at a range of conferences in the UK, and has recently returned from the National Museums Conference in Australia, where she and her colleague Jane Wilcox were invited to speak on audience development and collaboration.