

MARKETING MANAGER

THE COMPANY

Established in 1999, the Affordable Art Fair is the leading marketplace for affordable contemporary art under a ceiling price of £6,000/€6,000/\$10,000. In a usual year, around 230,000 art-lovers visit an Affordable Art Fair in one of 10 cities around the world, including London, New York, Hong Kong, Amsterdam, Brussels and Hamburg. The online marketplace has seen rapid growth and now hosts 250 galleries, offering 25,000 artworks with sales regularly shipping to 16 markets.

THE ROLE

The Marketing Manager is an integral part of the global marketing team. Working closely with the Head of Marketing, they will plan and implement a year-round integrated marketing schedule with a focus on driving quality footfall to the global calendar of fairs and delivering high-intent traffic to the online marketplace.

The candidate will be passionate about customer-centricity, experienced in managing high-performing digital marketing campaigns, and able to make data-driven decisions.

KEY RESPONSIBILITIES

Media Campaigns

- Lead on briefing and refining year-round multi-channel media campaign activity with the media agency in key markets
- Be the day-to-day contact for campaign content and creative delivery, optimisation and reporting
- Effectively manage media invoicing including invoice processing and budget tracking
- Plan and implement inhouse paid social media campaigns where required to support global fair and marketplace activity
- Develop and deliver offline media activity where appropriate including production of print collateral for UK market
- Act as the internal go-to on campaign planning and reporting

Email & Data

- Plan and build customer emails driving art sales, ticket sales, and brand engagement with strategic guidance from the CRM Lead
- Develop data capture mechanisms and opportunities (fair, website, third party, and external)
- Lead any agreed fair on-site activations in relation to data capture

Social

- Own and manage the UK social media channels including but not limited to Instagram, Facebook, and Twitter
- Implement the global content strategy across all owned channels
- Drive brand profile raising activity and follower growth strategy for the UK
- Develop and deliver targeted and engaging content to support UK Fairs and/or initiatives
- Day-to-day monitoring, management and reporting

Reporting & Analysis

- Ticketing, campaign analysis, ad hoc marketing channel analysis
- Completion of agreed global reporting templates
- Coordination of media agency PCA

Other

- Drive innovative ways of working to develop audiences and provide customers with an omnichannel experience
- Share marketing industry best practice and UK market learnings with global counterparts
- Develop in-kind and grassroots partner relationships

ESSENTIAL EXPERIENCE

- B2C marketing experience in ecommerce and/or events
- Experience of running high-performing paid digital marketing campaigns
- Experience of successfully managing social media channels
- Experience in relevant systems (or similar): WordPress, Google Analytics, Active Campaign

KEY SKILLS AND PERSONAL ATTRIBUTES

- Fluid communicator
- Creative content generator
- Commercial acumen
- Self-directed learner
- Data-driven marketer
- A natural ability to bring a sense of passion and energy into the workplace

DETAILS

- The Marketing Manager position is full time, 40 hours per week
- Salary: £30,000 – £34,999 per annum dependant on experience
- Annual leave allowance: 25 days plus bank holidays

BENEFITS

- Private health care and pension contributions
- Based either in London, Bristol or remotely with regular travel to either of these cities

To apply, please send your C.V. and a covering letter to:

Claire Gallagher, Head of Marketing

claire@affordableartfair.com

Deadline for applications: Midnight, Sunday 25 April 2021