

MARKETING MANAGER, UK

THE COMPANY

Established in 1999, the Affordable Art Fair is a friendly and inspiring place where everyone is welcome to come explore, learn about, fall in love with and buy contemporary art under a ceiling price of £6,000, both online and at the fairs. In a usual year, we welcome 45,000 art-lovers across the three London Affordable Art Fairs, while 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

Reporting into the UK Regional Managing Director, the Marketing Manager is an integral part of the UK team. Working closely with the global marketing team, they will plan and implement a year-round integrated marketing schedule with a focus on driving quality footfall to the fairs and delivering high-intent traffic to the online marketplace. The candidate will be passionate about customer-centricity, experienced in managing high-performing multichannel marketing campaigns, and able to make data-driven decisions.

KEY RESPONSIBILITIES

Brand

- Agree annual objectives and targets with UK RMD, including UK brand positioning strategy
- Design and build customer insight strategies for the UK, in addition to implementing global initiatives
- Use customer insight to inform the UK audience development strategy across the year-round multichannel marketing activity
- Work with Design to create the creative for each fair and all subsequent marketing collateral, such as (but not limited to) flyers, invitations, fair guides and adverts
- Competitor monitoring and reporting

Content and comms

- Implement the global content strategy across all owned channels
- Develop UK specific content for use across all owned channels, including any fair-focused influencer partnerships
- Drive brand profile raising activity and follower growth strategy for the UK
- Own and manage the UK social media channels including but not limited to Instagram, Facebook, and Twitter
- Plan and build UK customer emails driving art sales, ticket sales, and brand engagement
- Write and build the UK fairs' web pages and any associated blogs
- Lead any agreed fair activations to maximise data capture
- Complete campaign analysis based upon agreed global templates

PR

- Work closely with PR agency to develop creative strategies and deliver extensive media coverage of each event in the portfolio and the online marketplace

Media campaigns

- Work with the media agency and global marketing to determine split of online/offline spend taking into consideration the balance of brand building and sales activation
- Develop and deliver the offline media plan with the agency, including production of print collateral and reporting
- Input into digital ad planning to ensure alignment with the off-line plan
- Effectively manage media invoicing including invoice processing and budget tracking
- Develop and deliver offline media activity, including production and sign off of print collateral for UK market

Ticketing and box office

- Develop and deliver the UK ticketing and invitation strategy
- Manage the ticketing agency and the on-site box office
- Establish relationships with content and grass root partners to expand reach and visitor attendance

Budgeting and reporting

- Manage and monitor UK marketing budget agreed with the UK RMD
- Provide accurate forecasts and feed into the budget-setting process
- Use global marketing planning templates
- Completion of agreed global reporting templates for ticketing and campaign analysis, as well as onsite figures at the fair and any additional ad hoc marketing analysis
- Select and manage PR and ticketing agency contracts and relationships
- Work closely with the global media agency for UK offline advertising

Other

- Drive innovative ways of working to develop audiences and provide customers with an omnichannel experience
- Cultivate relationships with exhibitors, especially onsite at the fairs, ensuring that they continue to feel that we are providing the best service
- Ad hoc copywriting and support for B2B comms
- Partnership and sponsorship activities as part of UK Sponsorship steering group
- Share marketing industry best practice and UK market learnings with global counterparts

ESSENTIAL EXPERIENCE

- B2C marketing experience in ecommerce and/or events
- Experience of running multichannel 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

- Effective communicator
- Creative and strategy 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
- 25 days annual leave, plus bank holidays
- Private health care and pension contributions
- Based in London and remotely

To apply send your CV and cover letter to : jennifer@affordableartfair.com
Applications close midnight 7 June 2021