

HEAD OF CONTENT AND COMMUNICATIONS

(MATERNITY COVER)

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 Head of Content and Communications creates the global content strategy and implements a year-round integrated communications schedule with a focus on driving quality footfall to the global calendar of fairs and delivering high-intent traffic to the online marketplace.

Reporting to the CMO, leading a small team, and working in collaboration with the local teams, the Head of Content and Communications plays a key role in developing the marketing plans for all Affordable Art Fairs and the online marketplace, as well as those of our sister brand, VOLTA.

The Head of Content and Communications will be an excellent communicator and strong project manager experienced in managing high-performing marketing campaigns and making data-driven decisions.

KEY RESPONSIBILITIES

Brand

- Contribute to the global marketing strategy, annual objectives, and targets
- Develop the brand strategy, including the positioning and brand perception globally and how that translates in each local market
- Advise on ticketing strategy for audience and revenue growth

Content and Comms

- Create the global content strategy to drive brand awareness, credibility, trust, and e-commerce sales
- Communicate the global content strategy, tactics and results regularly to the business
- Produce key word enabled content for SEO to drive traffic, engagement, and conversion
- Manage costs for global content production
- Work with the Marketing Managers to build the comms schedule for each fair/marketplace campaign
- Work with the CMO to develop B2B marketing comms strategy and plan
- Work with the Marketing Manager to create and execute B2B comms plan

- Provide content and comms analysis and insight (for board, trading, post-fair etc)

Management

- Act as the marketing 'account director' for each of the Affordable Art Fair teams and any sister brands, ensuring both global and local marketing collateral is delivered to deadline and budget
- Own the key marketing lifecycle points (e.g., planning phase, weekly status meetings, post-fair reporting) by organising the meetings and agendas, bringing in other members of the marketing team when required
- Oversee the collation of data and delivery of the various reports, including customer, campaign, trading and board

Team

- Manage the global marketing team (2 x Marketing Managers) ensuring they deliver successful and profitable campaigns for their respective channels
- Drive continuous improvement of both the marketing activity and the team by creating a test and learn environment
- Build internal relationships and influence, and encourage open communication
- Oversee ongoing career and skill development for marketing team
- Broaden the company's understanding and knowledge of marketing, including systems training
- Share art industry news and marketing industry best practice

ESSENTIAL EXPERIENCE

- B2C marketing experience in events and/or ecommerce
- Experience of successfully managing both owned and earned channels
- Global marketing / account management experience is desirable
- Experience in relevant systems: WordPress or other CMS, Active Campaign or other ESP/CRM including automation management, Google Analytics, competent excel user, survey tools, social media management tool

KEY SKILLS AND PERSONAL ATTRIBUTES

- Strong project management capabilities
- Excellent written and verbal communication skills
- Digitally adept
- Commercial acumen
- Strong consensus building skills
- Proven ability to work with across multiple projects simultaneously
- A natural ability to bring a sense of fun and energy into the workplace

DETAILS

- The Head of Content and Communications position is part-time, 24 – 32 hours per week
- Flexible and part-time working considered
- Salary will be commensurate with experience
- Based in Bristol with remote and on-site working as required

DETAILS

- Apply by 30 September by sending an email and covering letter to ellen@affordableartfair.com