

MARKETING COORDINATOR

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. Our Affordable Art marketplace has seen rapid growth and now hosts 250 galleries, offering 25,000 artworks with sales regularly shipping to 16 markets.

THE ROLE

Reporting to the Head of Content and Communications, the Marketing Coordinator will be an integral part of the global marketing team. Working closely with the marketing and marketplace teams, they will be responsible for implementing a year-round campaign schedule with a focus on delivering high-intent traffic to the online marketplace.

The candidate will be an excellent communicator, passionate about customer-centricity and experienced in managing social. This is a fantastic opportunity to work in international marketing team based in Bristol.

KEY RESPONSIBILITIES

- Manage the Affordable Art Fair website
 - Ensure the content plan is delivered and pages are published on time
 - Update non-fair pages, such as the home page, exhibitor and partner pages, and footer pages
 - Work with fair teams to ensure fair pages are built and on-brand
 - Update fair pages when required
- Create marketing assets for B2C brand and marketplace content and communications
 - Support the Head of Content and Comms with the development of the brand and marketplace content strategy and plans
 - Create content, such as articles, blogs and videos, to be used across owned channels
 - Copywrite and edit global marketing materials
 - Analysis and reporting of content and communication campaigns
- Manage email and social for the marketplace
 - Input into marketplace email and social strategy, including working with the CRM Manager to further develop and execute the email strategy for the marketplace
 - Execute the marketplace email and social (Instagram and Facebook), including copywriting, content creation and community management
 - Become a super user of our ESP/CRM Active Campaign
 - Analysis and reporting for marketplace email and social

- Manage group social accounts
 - Create regular content for LinkedIn and Pinterest
 - Channel analysis and reporting
- Ad hoc marketing support, such as:
 - Cover for Instagram, Facebook and occasionally Twitter for the fairs
 - Support with analysis of other marketing channels and campaigns
 - Competitor monitoring and reporting

ESSENTIAL EXPERIENCE

- B2C marketing experience in ecommerce and/or events
- Experience of successfully delivering social media and/or email for a B2C brand
- Experience in relevant systems (or similar): WordPress, Hootsuite, Google Analytics and Active Campaign

KEY SKILLS AND PERSONAL ATTRIBUTES

- Excellent communicator
- Creative and fluid writer
- Self-directed learner
- Commercial acumen
- A natural ability to bring a sense of passion and energy into the workplace

DETAILS

- The Marketing Coordinator position is full time, 40 hours per week
- 25 days annual leave, plus bank holidays
- Private health care and pension contributions
- Based in Bristol with some WFH

APPLY

To apply, please send your cv and a covering letter to ellen@affordableartfair.com by 7 January.