

MARKETING INTERN

THE COMPANY

Ramsay Fairs presents 19 art fairs every year, including Affordable Art Fair, VOLTA and British Art Fair. Affordable Art Fairs take place in 11 cities around the world including London, New York, Amsterdam, Berlin, Hong Kong, Singapore and Sydney. With our open and accessible ethos, we have welcomed millions of visitors through our doors over the last 25 years. VOLTA Art Fair takes place twice a year in New York and Basel, and the British Art Fair is held at the Saatchi Gallery in London every September. This is a fantastic opportunity to be part of an international marketing team based in Bristol.

THE ROLE

Reporting to the Marketing Manager the Marketing Intern will be an integral part of the global marketing team, responsible for supporting the global marketing and local marketing teams to deliver footfall to the fairs. The role will provide an opportunity to learn how to use marketing platforms, such as WordPress, Active Campaign CRM, Later, Alchemer, as well as ticketing platforms such as Eventbrite and See Tickets.

The candidate will be an excellent communicator, passionate about customer-centricity, have a 'can do attitude, a love of promoting art, enjoy attention to detail.

RESPONSIBILITIES

CAMPAIGNS, EMAIL AND SOCIAL

- Help input, create, and execute the marketing strategy.
- Support organic social media management to help build engaged B2C and B2B communities, including covering posting for teams during holidays.
- Learn about the paid digital advertising process and support the Marketing Manager with elements of design and copywriting.
- Support with the production of content, both copy and video, for use across all marketing channels.
- Building and tech-checking emails to support promotion of our fairs.
- Own and nurture the Affordable Art Fair Pinterest account.

WEBSITE

- Update sections of the website (WordPress), such as the home, fair, exhibitor and partner pages.

DATABASE MANAGEMENT

- Support the team to manage and administer the CRM.
- Learn all ticketing and invitation processes to understand the data flow.

CUSTOMER INSIGHT, ANALYSIS AND REPORTING

- Help collate the weekly KPI and ticket tracker reports for all fairs.
- Support with the creation of surveys and analysis.
- Support with reporting and analysis of marketing channels and campaigns.

GENERAL ADMIN

- Support with digital advertising expense processing.

EXPERIENCE AND ATTRIBUTES

- Entry level role requiring a willingness to learn and develop.
- Excellent written and verbal communication skills.
- Acute attention to detail and practical organisational skills.
- Knowledge or familiarity with social media and content creation.
- Some experience in relevant marketing systems, such as a CRM, CMS, survey or ticketing platform is desirable but not essential.
- Ability to multitask, working well under pressure to meet deadlines.
- Ability to work independently while being an active team member.
- A natural ability to bring a sense of passion and energy into the workplace.

DETAILS

- The Marketing Intern position can be between 32-40 hours per week.
- It is a paid position at £12.50 per hour.
- This is a 10-week contract from April - June, with the potential to develop into a permanent role.
- 25 days annual leave pro-rata, plus bank holidays.
- Based at Spike Island, Bristol with potential for occasional travel to London.

HOW TO APPLY

To apply, please send your cv and a covering letter to marketing@ramsayfairs.com by 8 April 2024.

We believe that a diverse and inclusive workplace fosters innovation, creativity, and productivity, and we encourage applicants from all backgrounds, experiences, and perspectives to apply. Research shows that women and people from underrepresented groups often apply to jobs only if they meet all of the qualifications. We recognise that it is highly unlikely that someone meets 100% of the qualifications for a role. If much of this job description describes you, then please apply. Ramsay Fairs is committed to building a workplace that is welcoming, inclusive, and respectful of all employees.