

# BRITISH ART FAIR

## Marketing Executive, British Art Fair

### **The company**

Founded in 1988, British Art Fair is the only fair dedicated entirely to Modern and Contemporary British Art. Staged in Saatchi Gallery, Chelsea each September, 70 leading dealers from across Britain exhibit a range of artworks from the 20<sup>th</sup> and 21<sup>st</sup> centuries.

British Art Fair is part of the Ramsay Fairs portfolio of 19 art fairs. Affordable Art Fairs can now be found in 13 cities including London, New York, Hong Kong, Sydney and Brussels. VOLTA Art Fair takes place in New York during Armory Week and in Basel in June.

With their welcoming and approachable ethos, Ramsay Fairs have welcomed millions of visitors through their doors over the last 25 years.

### **The role**

Reporting into the Global Marketing Manager, the Marketing Executive is an integral part of the British Art Fair team. Working closely with the wider British Art Fair and Global Marketing Teams, they will plan and implement a year-round marketing and communications programme with a focus on driving quality footfall to the fair. The candidate will be an excellent communicator with a passion for art and experienced executing elements of marketing campaigns.

### **Key responsibilities**

#### **B2C Content and Comms**

- With the Fair Director and Marketing Manager, develop and execute the content strategy for British Art Fair.
- Create blog, email and social content, some of which will be written by others.
- Source images and interesting stories, liaising with Exhibitors and other stakeholders to obtain permissions, for use in marketing and PR.
- Brief designers to create branded assets as needed for print, social, email and website.
- Produce emails to drive brand trust and ticket registrations, ensuring all emails are approved and tracking is set up.
- Tailor copy and images to audience segments, and experiment with split testing campaigns.

- In time, become a super-user of our CRM (Active Campaign) and set up simple segmentations and automations.
- Manage the British Art Fair website, acting as editor, ensuring the website is always accurate, up to date and comprises engaging SEO optimized content.
- Manage organic social channel execution and engagement for British Art Fair, interacting with the British Art Fair community and responding to queries.
- Collate, analyze and report on web, blog, email and social activity, with support from relevant Marketing Managers.
- Support on wider post-fair analysis.

### **Ticketing and VIP Management**

- Support with ticket shop set up and code management, including exhibitor invitations.
- Develop and execute the grassroots campaign for the fair.
- Support with database management, processing customer data in compliance with GDPR, including adding and removing contacts from the database.
- Manage ticketing and invitation enquiries.
- Assist with front of house at the fair and oversee smooth running of the box office.
- Support with any collector group activations both pre and during the fair.
- Report on ticketing and attendance throughout the campaign cycle.

### **Brand**

- Use customer insight to contribute to the audience development strategy.
- Support the Marketing Manager with the PR campaign, providing ideas, images, stories, info and contacts.
- Work with the Design team and Marketing Manager to execute marketing collateral, such as flyers, invitations, adverts and fair guides.
- Engage photographers and videographers to capture content at the fair.
- Monitor competitors and trends in the British art market.

### **Other**

- Manage the Charity Partner, supporting with marketing activity and on-site logistics.
- Support with occasional B2B comms, including emails and social.
- Support with B2B account management, including processing of marketing related forms and updating Salesforce.
- Monitor the enquiries inbox and respond to queries in a timely manner.
- During quieter periods outside of the fair campaign cycle, support on other fairs as required.

### **ESSENTIAL EXPERIENCE**

- B2C marketing experience, ideally in the visual arts and/or events
- Experience of successfully managing at least one of the following: a content marketing campaign, email, social media, a PR campaign, a website and/or event ticketing
- Experience in relevant systems (or similar): WordPress, Google Analytics, Active Campaign, social scheduling tools

### **KEYSKILLS AND PERSONAL ATTRIBUTES**

- Excellent written and verbal communicator

- Creative content creator
- Self-directed learner
- Effective time-management and organisation skills
- A natural ability to bring a sense of passion and energy into the workplace

## DETAILS

- The Marketing Executive position is full time, 40 hours per week (part-time considered)
- 25 days annual leave, plus bank holidays
- Private health care and pension contributions
- Based in Oval, London with occasional option to work from home
- To apply please send your CV and cover letter to: [ellie@prosourcing.co.uk](mailto:ellie@prosourcing.co.uk)

We believe that a diverse and inclusive workplace fosters innovation, creativity and productivity, and 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 100% 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 for this role.

Ramsay Fairs is committed to building a workplace that is welcoming, inclusive and respectful of all employees.