

MARKETING MANAGER FOR FRIEZE ACADEMY

(full-time, permanent, London office, start: December 2017/January 2018)

OVERVIEW

Frieze Academy's Marketing Manager will work closely within the Academy and Communications teams to develop a marketing strategy in order to raise the profile of Frieze Academy, create a loyal audience and generate ticket sales. There will be a focus on developing strategic long-term relationships to reach new audiences and the role will be a great opportunity to be involved in the building of a new and growing business.

Please note, the position includes a lot of evening and weekend work.

JOB DESCRIPTION

Marketing

- Organise marketing swaps with media partners and organisations (including web banners, social media mentions and print ads) to drive audience growth
- Build and direct audience growth: include building profiles, data collection strategy to develop audience insight
- Manage and coordinate the advertising schedule for Frieze Academy, liaising with the Design team to artwork ads and send to sponsorship for approval
- Manage production of programmes, flyers, invitations, signage as well as materials to accompany events, and coordinate their deliveries and distribution
- Organise promotional events
- Picture research: liaison with galleries, institutions and speakers for permissions to use on all channels and ads
- Assist with any proofreading of print and digital materials

Social Media / E-newsletters

- Responsible for the management of all Academy social media (Facebook, Twitter, Instagram...) to grow followers: from benchmarking and devising the strategy in liaison with the Communications and Marketing team, to daily posting, engaging, and post-event analysis and reporting
- Liaise with speakers and institutions to ensure optimization of their social media channels and contacts
- Attend all Academy events to run social media and engage with audience
- Responsible for writing and sending the Frieze Academy e-newsletter monthly
- Grow the Academy newsletters subscribers

Ticketing

- Implement a creative dynamic ticket sales strategy
- Set up discount codes, distribute complimentary tickets and monitor sales

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- Produce sales reports and analysis

Event Logistics

- Occasional hosting of events and helping out with the logistics
- Manage film crews, photographers and press at events

Website

- Upload all Academy events on to the Academy website
- General updating of pages as and when appropriate

Admin

- General Admin & Office Support

TYPE of CANDIDATE

- Seeking a dynamic personality who is keen to find solutions to the complex dynamics of a growing and busy department.
- An enthusiastic self-starter who is curious and knowledgeable about the cultural landscape especially art.
- Proven experience of compiling data and contacts, developing insights into audience, creative solutions to growing audiences, as well as experience in marketing ticket sales for events.
- Proven experience planning, executing and reporting on campaigns to support business goals
- Excellent writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- A methodical approach, creative research for images and data, and a can-do attitude.