

FEDERATION OF BRITISH ARTISTS

JOB DESCRIPTION

MARKETING MANAGER

Job Title: Marketing Manager
Hours of Work: Full time
Reports to: Sales Director
Management: Gallery & Marketing Administrator
Target Audiences: FBA Art Society Presidents and members, artists, Visitors virtual and actual, press, media, other galleries, design agencies, suppliers
Location: Federation of British Artists, 17 Carlton House Terrace, London SW1Y 5BD

Background

Vision:

Leader in contemporary figurative art, led by artists, for all.

Mission:

Mall Galleries empowers artists through a busy programme of exhibitions and events, prizes and awards, with a focus on figurative art.

Managed by the Federation of British Artists, a visual arts charity founded in 1961, Mall Galleries offers learning and engagement opportunities for everyone

Established in 1961, The Federation of British Artists (FBA) is the national centre for contemporary, figurative art, with administration offices and a large, contemporary gallery space located on The Mall in central London. A major visual arts charity, the FBA comprises of nine of the UK's leading art societies which are as follows:

The Royal Society of British Artists
The Royal Society of Portrait Painters
The Royal Institute of Oil Painters
The Royal Institute of Painters in Water Colours
The Royal Society of Marine Artists
The New English Art Club
The Pastel Society
The Society of Wildlife Artists
The Hesketh Hubbard Life Drawing Class

In addition, and in order for the Mall Galleries to be the home of the Federation's exhibitions, the galleries are hired to figurative art exhibitors. The Discerning Eye exhibition has been staged here for over 30 years, other art societies such as The Society of Women

Artists and the Society of Graphic Fine Art artists choose the galleries for their annual exhibition. The auction house, Lyon & Turnbull, come twice a year to stage their Modern Made auction in London. Overall, 24 exhibitions are planned for 2024. The length of an exhibition is usually 1 or 2 weeks, occasionally 3 weeks, therefore the turnaround of exhibitions is regular.

The FBA has a board of 13 Trustees and employs a team of twenty full-time or part-time professionals. Two further teams of staff look after the front of house operation and undertake picture handling and technical responsibilities.

In order to increase our audiences and visitor engagement nationally, internationally and in the galleries in London, we have just launched, in January, a new website with a headless e-commerce platform to showcase and offer for sale the works of art. This is a wonderful new tool with excellent analytics to inform our work.

Overview

The post holder will lead, manage and deliver the annual marketing and public engagement campaigns for FBA exhibitions and gallery hirers as part of the organisation's sales and marketing strategies.

Overall Purpose of Role:

- To lead on and deliver key digital marketing strategies, and increased audience engagement leading to upselling and cross-selling opportunities for the FBA and Art Society exhibitions x10-12pa, and promotion of all other exhibitions staged at Mall Galleries
- Be the point of contact with the FBA art society presidents and council members to ensure smooth delivery of the marketing campaigns
- To generate visitors to the physical and virtual spaces by communicating powerful and engaging stories through web and social media
- Manage brand development
- To support partnership activities such as off-site activities
- To lead the social media campaigns
- To plan, edit, manage and evaluate engaging user-friendly content across Mall Galleries' digital platforms
- Content editor and overseer for the website
- Be a part of the sales and marketing team

Specific Duties

Brand Development

- With the Sales Director roll out improved branding within the galleries and through digital channels
- Ensure brand presentation is uniform across the team

Marketing

- With our marketing and sales team, lead on the delivery of the marketing and audience engagement strategy to include marketing the art society and FBA exhibitions from call to entries for artists submissions to sales and marketing campaign to engage current and new audiences
- Liaise with the FBA art society presidents to develop a well planned and executed exhibition marketing campaign
- Lead the call for entries to artists and be responsible for the annual KPI
- Lead the marketing for the arts consultancy and art commissioning service to include portrait commissions
- Responsible for managing all paid marketing accounts (G. ads, Meta business etc)
- Take ownership of Mall Galleries' social media platforms, employing a pro-active data-driven approach to producing and scheduling posts.
- Design and edit various marketing assets including print works such as invitations, leaflets, exhibition signage, vinyl and advertisements for newspapers and magazines
- Report on campaigns and channels on a monthly basis, using a variety of analytics tools.
- Write, commission & edit content for Mall Galleries website
- Constantly look to provide engaging and interesting content and liaise with external agencies to create content – photography, digital, video and print – to include e-communications etc
- Update and segment the CRM to create targeted communications
- Using Google Analytics and other analytical programmes to delivery regular performance reports to key stakeholders.
- Sharing recommendations for improvement across all digital channels and staying up to date with the latest digital trends - through webinars, seminars and networking events, liaison with the FBA's digital agency Un-Titled/Williams Commerce
- With support from the VE team keep the gallery signage up to date & relevant

Press/PR

- Liaise with the PR agent and press contacts
- Work alongside the PR agent and provide key information and content when requested to support press events

Beyond the Mall Galleries

- To assist with FBA activities to extend reach and impact, including regionally.
- Network across the sector to gather industry knowledge to improve the organisation's activities

Public Programme

- To work with colleagues on delivering an interesting and engaging public programme which diversifies and extends our audiences

Line Management

- Manage the Gallery & Marketing administrator to support the delivery of these activities

Development

- With colleagues look at creative ways to develop FBA/Mall Galleries activities especially the online offer

Other

- Update Mall Galleries' database as necessary
- To prepare reports
- To be self-administering
- To support the organisation in other ways as appropriate
- To attend FBA exhibition openings
- You will be required to act in accordance with the provisions of the Health and Safety at Work Act 1974 to take reasonable care for the health and safety of any person who may be affected by your acts or omissions in carrying out your duties. You may be asked to carry out other duties as may arise from time to time which are commensurate with the post

Person Specification

Experience required:

- Knowledge and experience of digital channels and what makes good digital content including demonstrable knowledge of editorial style and publishing processes in a digital environment including
Proficient with Google Ads and Google Merchant Centre
Proficient with Meta Business Suite (Ads Manager)
Proficient with Google Analytics 4 (GA4)
Proficient with Adobe Suite (Photoshop & Indesign)
- Experience of using website content management systems to publish and edit website content
- Experience of managing and monitoring social media accounts on a daily basis.
- Experience of using email service providers to create, edit and send email campaigns (Mailchimp).
- Knowledge of SEO and experience of writing content for organic search,
- Experience with digital analytics and reporting.
- CRM experience to target and segment
- Some experience of video and editing would be useful
- Line management experience
- Event management experience

Skills required

- Copywriting skills with high attention to detail.
- Negotiating and interpersonal skills
- Ability to work with people across the organisation and at all levels
- Analytical skills, with the ability to compile and analyse figures and statistics to inform decisions.

- Organisation and administration skills, including broad knowledge of Microsoft Office and digital platforms.

Please note there will be occasional work required outside of hours during evenings and weekends. Time in lieu will be offered.

What Can We Offer You?

- The salary for this post will be between £34,000-36,000.
- You will receive 26 days paid annual leave plus the three days between Christmas and New Year.
- 3% contribution to a personal pension scheme.
- Discounts at Cass Art shops and FBA artworks displayed in the gallery.

How to Apply?

To apply please send a covering letter or supporting statement explaining how you match the person specification for this role and your CV by email to

recruitment@mallgalleries.com

Please put the job title in the subject line of the email.

Deadline for applications: 9am on Monday 22nd April

1st interview – Tuesday 30th April

2nd interview – afternoon of Thursday 9th May

THANK YOU FOR YOUR INTEREST IN THIS ROLE

If you are not invited to interview, regrettably you have not been shortlisted for this position.

April 2024

Federation of British Artists

www.mallgalleries.org.uk