

FEDERATION OF BRITISH ARTISTS

JOB DESCRIPTION

MARKETING MANAGER

Job Title: Marketing Manager
Hours of Work: Full-time
Reports to: Creative Director
Management: Marketing Coordinator
Target Audiences: Visitors, virtual and actual, press, media, other galleries, design agencies
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

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Established in 1961, The Federation of British Artists (FBA) is the national centre for contemporary figurative art, with administrative 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

To support artists and maintain financial independence, the Mall Galleries hire out their space to exhibitors of figurative art. The Discerning Eye exhibition has been held here for over 30 years, and other art societies, such as The Society of Women Artists and the Society of Graphic Fine Art, choose these galleries for their annual exhibitions. Additionally, the auction house Lyon & Turnbull stages its Modern Made auction in London twice a year. In total, 26 exhibitions and over 120 events were staged in 2025, each lasting one to two weeks, occasionally three, allowing for a regular turnover of shows.

The Federation of British Artists (FBA) is governed by a board of 13 Trustees and employs a team of 20 full-time and part-time professionals. Two additional teams manage front-of-house operations, handle picture management, and handle technical responsibilities.

To enhance audience engagement both nationally and internationally, we launched a new website two years ago featuring a headless e-commerce platform to showcase and sell artworks. This innovative tool provides excellent analytics to inform our future initiatives.

Overview

The post holder will lead, manage and deliver the annual marketing and public engagement campaigns for both the Federation and Mall Galleries brands as part of the organisation's sales and marketing strategies.

Overall Purpose of Role:

- To lead on and deliver key digital marketing strategies across departments of exhibitions, events, membership, venue hire and art consultancy
- Improve 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 the 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 Creative Director, roll out improved branding within the galleries and through digital channels
- Ensure brand presentation is uniform across the team

Marketing

- 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 campaigns 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 campaigns and be responsible for the annual KPI
- Lead the marketing for the arts consultancy and art commissioning service to include portrait commissions
- Manage the Mall Galleries communications and content calendar across all digital and physical channels
- Responsible for managing all paid social media marketing accounts (G. ads, Meta, etc.)
- Take ownership of Mall Galleries' social media platforms, employing a proactive 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 – use Google Analytics and other analytical programmes to deliver regular performance reports to key stakeholders
- Write, commission & edit content for Mall Galleries website
- Constantly look to provide engaging and interesting content and manage external agencies to create digital, video and print content – digital, video and print – to include e-communications, etc

- Update and segment email marketing audiences to create targeted communications
- 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 Untitled/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 Marketing Coordinator's professional development and responsibilities 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 which are commensurate with the post

Person Specification

Experience required:

- Experience of delivering a content plan across multiple digital and physical channels
- 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
- Knowledge 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 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
- 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 a broad knowledge of Microsoft Office and digital platforms
- Management experience

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 £35,000-37,000.
- 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@mailgalleries.com

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

Deadline for applications: 9 am on Monday, 23rd February

1st interview – Friday 27th February

2nd interview – afternoon of Wednesday 4th March

THANK YOU FOR YOUR INTEREST IN THIS ROLE

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

February 2026

Federation of British Artists

www.mailgalleries.org.uk