

MARKETING MANAGER, GERMANY

THE COMPANY

Affordable Art Fair has transformed the art market with its inspiring and welcoming approach, bringing art under €10,000 to 14 cities around the world, including Amsterdam, Berlin, Brussels, Hamburg, Hong Kong, London, Melbourne, New York, Singapore, Stockholm, Vienna and Sydney.

Our mission is to make the joy of collecting art accessible to everyone, regardless of taste, style, and budget. All artworks are within a price ceiling to create an approachable environment for collectors at all levels and, by exhibiting only living artists, we aim to contribute to the contemporary arts ecosystem by supporting artists' livelihoods.

The Affordable Art Fair takes place in Hamburg in November 2024 and in Berlin in June 2025 and the Marketing Manager will play a pivotal role in our success.

THE ROLE

Reporting into the Fair Director, the Marketing Manager will work closely with the Global Marketing Team, as they develop and implement a year-round PR and marketing campaign, designed to drive quality footfall to the German fairs and deliver art sales for our exhibiting galleries. The candidate will be an excellent communicator with a passion for art and experience in managing high-performing marketing campaigns.

KEY RESPONSIBILITIES

Strategy

- Develop the audience and marketing strategies for Affordable Art Fairs Hamburg and Berlin, in alignment with our global guidelines.
- Use customer insight to inform the audience development strategy.
- Localise the ticketing strategy for Hamburg and Berlin.
- Meet the annual objectives and targets.
- Monitor competitors and trends in the contemporary art market.

PR & Advertising Campaigns

- Work with the PR agency and in-house teams to create content and brand stories.
- Manage the PR agency, briefing in key messages, timelines, and setting KPIs.
- Negotiate and book media adverts to drive fair footfall and brand awareness.
- Work with the Design team to create the creative for each fair and manager the production of all subsequent marketing collateral, such as (but not limited to) adverts, flyers, invitations and fair guides.
- Execute the advertising campaign, working with Design to create assets and ensure timely delivery.
- Effectively manage PR and media invoicing including invoice processing and budget tracking.

Content and comms

- Create the German specific content strategy across all owned channels, working closely with the Global Marketing Team.
- Craft copy and messaging for each fair campaign, to be rolled out across all channels.
- Manage the German Fair webpages, including exhibitor listing and blogs.
- Create and execute the email and social media campaign.
- Engage, brief and oversee photographers and videographers at the fair.
- Utilise global brand content during key campaign periods.
- Oversee any activations to maximise data capture.
- Support the Fair team with programming ideas to maximise PR coverage and audience development.

Ticketing and Front of House

- Develop and deliver the ticketing and invitation strategy.
- Establish relationships with VIP partners and B2B partners to expand reach and visitor attendance.
- Lead on B2C grassroots activity, such as sharing complimentary invitations to specific audience segments.
- Manage the ticketing agency, briefing in each fair's ticket shop, testing the site and raising any issues as soon as they arise.
- Manage ticket allocations and codes for exhibitors, partners, VIP and grassroots contacts.
- Communicate and manage refunds, equipment orders, issues, emails to attendees, and various other ticket-related administration.
- Coordinate the operations and logistics of Front of House management on site at the fair, such as setting up the space and ordering the appropriate equipment.
- Oversee on-site ticket sales at fairs and brief Fair Assistants on Front of House duties.

Budgeting and reporting

- Provide accurate forecasts and feed into the budget-setting process.
- Use company-wide templates and reports, including for marketing planning, analysis, ticket tracking, attendance and art sales tracking templates.

B2B marketing

- Cultivate relationships with exhibitors, both in and out of fair season, ensuring we always provide the best B2B service.
- Ad hoc copywriting and support for B2B comms.
- Support the Fair Director attract and secure new partners with attractive marketing decks and insight.
- Work with the Fair Director to develop marketing plans for sponsors and partners.
- Creation of marketing assets for sponsors and partners.

ESSENTIAL EXPERIENCE

- B2C marketing experience in the visual arts and/or events
- Experience of running multichannel marketing campaigns
- Experience managing event ticketing [not essential; desirable]
- Experience of successfully managing at least two of the following: a PR campaign, an extensive media campaign, or owned channels (email and social)
- Experience in relevant systems (or similar): WordPress, Google Analytics, Active Campaign, social scheduling tools

KEYSKILLS AND PERSONAL ATTRIBUTES

- Excellent written and verbal communicator
- Creative and strategic content generator
- Self-directed learner
- Data-driven marketer
- Effective time-management and organisation skills
- A natural ability to bring a sense of passion and energy into the workplace

DETAILS

- The Marketing Manager position is full time, 40 hours per week, salary between €32,000 and €36,000/year, depending of experience.
- Starting from September 2024
- **25 days annual leave, plus bank holidays**
- Based in Hamburg or Berlin, with regular option to work from home.

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.

CONTACT

Please submit your CV to the Fair Director, OLIVER LÄHNDORF, oliver@affordableartfair.de