

**FEDERATION OF BRITISH ARTISTS
JOB DESCRIPTION**

Marketing Coordinator

Job Title: Marketing Coordinator
Hours of Work: Full time
Reports to: Marketing Manager
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

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. Approximately 24 exhibitions are staged each year. The length of

an exhibition is usually 1 or 2 weeks, occasionally 3 weeks, therefore the turnaround of exhibitions is regular. The 3 galleries are spacious 450sqm.

The FBA has a board of 15 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.

Developing new audiences and encouraging a younger visitor demographic are priorities. A new website was launched 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

This role will be a key player in our marketing and sales team at an exciting period in Mall Galleries' development. The post holder will support the delivery of the annual marketing and public engagement campaigns alongside the marketing manager as part of the organisation's sales strategies.

Overall Purpose of Role:

- To support the marketing manager in the delivery of the marketing strategies to increase audience engagement of the FBA and Art Society exhibitions x10-12pa, and promotion of all other exhibitions staged at Mall Galleries. This will also lead to upselling and cross-selling opportunities.
- To generate visitors to the physical and virtual spaces by communicating powerful and engaging stories through web and social media
- To support partnership activities such as off-site activities
- To deliver the social media campaigns
- To assist with the evaluation of engaging user-friendly content across Mall Galleries' digital platforms
- Content updates for the website
- Support online and in-gallery events
- Be a part of the sales and marketing team

Specific Duties

Marketing

- With the marketing manager and sales team, help deliver 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
- With the marketing manager manage Mall Galleries' social media platforms, employing a pro-active data-driven approach to producing and scheduling posts.
- Pull reports on campaigns and channels on a monthly basis, using a variety of analytics tools.
- Edit content for Mall Galleries website.

- Update and segment the CRM to create targeted communications
- Using Google Analytics and other analytical programmes to deliver regular performance reports to key stakeholders.
- Remain updated with the latest digital trends - through webinars, seminars and networking events.
- Keep the gallery signage up to date & relevant

Public Programme

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

Other

- To assist in general administration and reception duties when required (eg reception desk, front of house, responding to enquiries)
- 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:

- Marketing experience across multiple digital 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
- Experience with Meta Business Suite (Ads Manager)
- 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

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.
- Creative thinker with an eye for design
- Organisation and administration skills, including broad knowledge of Microsoft Office and digital platforms.

Desirable

- Experience of working in a gallery or arts space.
- An interest in the visual arts.

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 £24,500-£26,500.
- You will receive 23 days pro rata 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 – **Friday 29th November 2024**
- Date of 1st interview – **Friday 6th or Monday 9th December**

THANK YOU FOR YOUR INTEREST IN THIS ROLE

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

www.mallgalleries.org.uk
November 2024