

ART SG

20 - 23 JAN 2022
MARINA BAY SANDS
SINGAPORE

FOUNDING AND
LEAD PARTNER



JOB DESCRIPTION | MARKETING EXECUTIVE

Event: ART SG

Role type: Full-time

Salary: Dependent on experience

Reporting to: Marketing Director and Fair Director

Start Date: ASAP

OVERVIEW OF ART SG

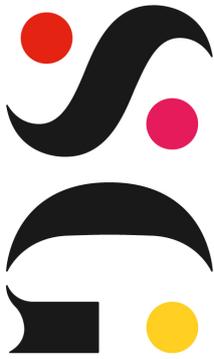
ART SG is Singapore's brand new international contemporary art fair, that will premiere at Marina Bay Sands from 20 – 23 January (Preview 19 January). Presented in partnership with UBS, ART SG will welcome 100 leading galleries from Southeast Asia, Asia Pacific and across the world

Alongside the galleries are curated sectors for contemporary video, installations as well as an ambitious program that includes engaging panel discussions, guided tours, educational workshops and an extensive VIP Program.

Set to be the world's most significant art fair launches of 2022 ART SG is designed as fair that will attract both art collectors and wealthy buyers from across Southeast Asia and also more widely Asia Pacific, in addition to Singapore's own community of collectors, buyers as well as the art loving public.

OVERVIEW OF THE POSITION

We are seeking an enthusiastic, experienced marketer to take the position of Marketing Executive. As the Marketing Executive, you will work alongside the Marketing Director to develop and implement the marketing campaign for ART SG. You will assist with offering innovative and creative marketing strategies that will make an impact and ultimately drive ticket sales, attendance and online traffic. You will be self-starting, energetic, autonomous and results orientated executive that



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executes the role proactively and independently with guidance from the management team.

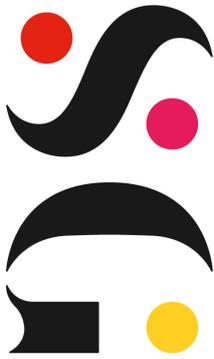
To be successful in this role, you should have an understanding and experience in arts marketing, excellent copywriting skills, a good understanding of social media and digital marketing as well as the ability to grow and develop an existing visitor database to deliver a targeted visitor attendance. Strong verbal and written communication skills are essential as is excellent time and project management skills. Along with the relevant tertiary qualification in arts or event marketing (or equivalent), you will have highly developed interpersonal skills.

KEY RESPONSIBILITIES INCLUDE:

- Assisting the implementation of marketing strategy to drive audience attendance
- Electronic direct mail (EDM) copywriting, creation and deployment
- Social Media and community management across Facebook, Instagram and Twitter
- Managing the effective distribution of marketing materials, both print and online, including but not limited to tickets, pre-event flyers and VIP cards
- Managing marketing and ticket enquiries, online and via phone
- Execution of sponsor / partner marketing deliverables
- Assisting with the preparation of event marketing materials, including leaflets, posters, tickets and invitations
- Maintenance of the website, including uploading of Fair Program
- Management of interns and street team
- Roll out of sponsorship marketing deliverables
- Onsite management of communications, media, visitor flow and entrance

SELECTION CRITERIA:

- Minimum bachelor's degree with a preference in marketing, communications or a related discipline or equivalent experience
- Minimum of 2 years' experience in marketing, ideally within the arts industry or events/conference industry



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- Experience in ticket sales
- Excellent verbal and written communication skills
- Proficient in Microsoft Excel, Word, Outlook and Photoshop
- Highly efficient organisational skills
- Excellent attention to detail and accuracy
- Ability to work under pressure and meet deadlines
- Strong understanding of social media and digital marketing
- Ability to work independently and take direction as required
- Preferred skills: Wordpress and Mailchimp software experience
- Experience with ticket sales is preferable but not essential.

HOW TO APPLY

To apply, please send through your CV and a tailored Cover Letter addressing key criteria outlining why you would like to work at ART SG and what you will bring to the role to Fair Manager, Emma Battaglone at emma@artsg.com