



ART SG

17 - 19 JAN 2025
MARINA BAY SANDS
SINGAPORE

FOUNDING AND
LEAD PARTNER



JOB SUMMARY: MARKETING ASSISTANT

The ART SG Marketing Assistant, who will report to the Director of Marketing and Communications, plays a vital role in the marketing team by collaborating closely to support promotional activities for the upcoming fair. This role is aimed at a junior marketer and is ideal for someone with a passion for social media, design, and short-form video content. Candidates should exhibit motivation, diligence, and a strong sense of responsibility for all the materials they manage, while also adhering to ART SG's code of conduct and business guidelines.

ABOUT ART SG

As the leading art fair in Southeast Asia, ART SG is a dynamic platform showcasing the most visionary and exciting contemporary art from the region and globally. Under the direction of Fair Director Shuyin Yang and Co-Founder Magnus Renfrew, and organised by The Art Assembly, ART SG was launched in January 2023 at the Sands Expo and Convention Centre at the heart of Singapore's financial district.

The 2023 and 2024 editions of the fair welcomed significant local, regional and international galleries alongside a cutting-edge program of commissioned and site-specific installations, experimental film, thought-provoking talks and performances.

Bringing progressive concepts and curation to the Singapore art landscape, ART SG delivers a custom-built fair of international standard and best practices, working from ground up to build a distinctive identity while fostering artistic excellence and cultural dialogue across Southeast Asia and the broader Asia Pacific region.

Differentiated from other art fairs, ART SG is geared towards the interests of the globally minded collector and aims to expand these interests by promoting discourse and connections; encouraging cross-border collecting and a broad network of collectors and galleries forming relationships in Singapore.

DUTIES

- Manage and update social media accounts, including scheduling posts and community management
- Create and edit short form video, blog posts, social media posts, and newsletters
- Assist in the planning and execution of marketing campaigns and initiatives
- Help prepare and send email marketing campaigns, tracking responses and reporting on metrics
- Assist in creating visual materials for marketing purposes - a use of illustrator is essential
- Work closely with other team members to facilitate marketing efforts
- Scheduling meetings, managing calendars, and maintaining marketing materials
- Assist the marketing department on-site at the Fair in any capacity as determined by the Employer
- Must be available for entire period from 2 – 19 January 2025 (inclusive + including weekends)

This is a contract position running from October 2024 to January 2025. It's a fantastic opportunity for someone looking to advance their career in the marketing or art industries while enjoying a dynamic and exciting work environment.

To apply, kindly send your cover letter and CV to Emma Battaglione at emma@artsg.com. Applications close 6 September, 2024.