



23 – 25 JAN 2026
MARINA BAY SANDS
SINGAPORE

FOUNDING AND
LEAD PARTNER



JOB DESCRIPTION | ART SG DIRECTOR OF MARKETING AND COMMUNICATIONS - MATERNITY COVER

JOB SUMMARY

ART SG is seeking a dynamic and results-driven Director of Marketing and Communications for a six-month contract position to cover maternity leave. In this pivotal role, the candidate will execute the marketing and communication strategy for the fair, delivering impactful campaigns that resonate across Singapore and Southeast Asia. They will deliver the ticketing campaign, and all communications for the fair, liaising with various suppliers and PR agencies to ensure projects are delivered on time and within budget. The role includes copywriting promotional materials, managing visitor databases, and reporting on marketing activities to achieve maximum impact for ART SG.

ABOUT ART SG

As Southeast Asia's largest and most global art fair, ART SG is a dynamic platform showcasing visionary and exciting contemporary art from the region and around the world.

Following its well received and invigorating third edition, featuring 105 leading international galleries, and welcoming over 41,000 visitors from Singapore, Southeast Asia, Asia-Pacific and around the world, ART SG returns for its 2026 edition on **23 – 25 January 2026 (22 January VIP Preview and Vernissage)**, bringing progressive concepts and curation to the Singapore art landscape, within a fair of international standard and best practices while showcasing a unique cultural identity.

Located at the Marina Bay Sands Expo and Convention Centre at the heart of Singapore's financial district, the fair fosters 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 new discourse and connections; encouraging cross-border collecting. ART SG will help galleries to broaden and deepen their networks, and make an impact within the city of Singapore and the wider Southeast Asia region.

With three different gallery sectors, **GALLERIES**, **FOCUS** and **FUTURES**, and two new curatorial initiatives **SPOTLIGHT** and **FOCUS FIRST** available for participation, the fair will showcase high quality international content alongside distinctive Southeast Asian contemporary art practice, creating a multi-faceted place of exploration for new and established collectors.

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

Supported by the Singapore Tourism Board and with UBS as its Lead Partner, ART SG has established itself as a must-attend art event and the perfect place to discover and collect modern and contemporary art.



KEY RESPONSIBILITIES

- Execute the **ART SG Ticketing Campaign**, manage the appointed ticket agency, and daily reporting of ticket sales during event period
- Execute the **Marketing and Communication Campaign** rollout
- Oversee the preparation and distribution of **event marketing collateral materials**, including digital and physical invitations, leaflets, tickets, and eDMs or as required
- Manage all **digital communications** including social media, video campaigns etc.
- Maintain **high-level marketing partnerships**, create new partnerships
- Work with the appointed **digital marketing agency** to act as a liaison between the fair and the agency to ensure maximum results
- **Liaising with suppliers** (designers, distribution agencies, printers etc) to ensure projects are executed and delivered within deadline
- Monitor, review and **report on all marketing activity weekly**
- Manage the **marketing budget**
- **Copywriting** for press content and promotional collateral, including advertising and copy for external communications
- Manage and coordinate all **marketing and promotional staff**
- Manage visitor subscriber and distribution **databases**
- Act as a liaison for contracted **Public Relations** agencies providing a link between the fair and the agency, supplying appropriate promotional content on request
- Develop and support **partnerships and sponsorships**, including the execution of marketing deliverables
- Work with key Singapore stakeholders including STB to maximise on **grant potential**
- Secure and manage **media partnerships**, including the execution of deliverables;
- Management of the **ART SG website**, including copywriting and imagery

This is a maternity leave cover contract position running from September 2025 to February 2026. Remuneration will be competitive and in line with the candidate's experience.

To apply, kindly send your cover letter and CV to Managing Director, Charles Ross:
charles.ross@smelondon.co.uk and Director of Marketing and Communications, Emma Battaglione:
emma@artsg.com.