



Marketing Manager, ART SG

The Role

We are looking for a proactive and enthusiastic Marketing Manager to join our team in Singapore. Reporting to the Director of Marketing and Communications, this role supports the successful delivery of ART SG, an event that welcomes over 40,000 visitors across four days at Marina Bay Sands during Singapore Art Week.

Working in close collaboration with our marketing and communications team, creative agencies, and a wide range of stakeholders, the Marketing Manager will help plan and execute a multi-channel marketing campaign to drive visitor attendance and ticket sales, while building brand visibility across Singapore, Southeast Asia, and internationally.

This is a broad and hands-on role that spans all aspects of marketing and communications—from social media and newsletters to websites and stakeholder management—and offers real scope to make an impact in growing Singapore's leading art fair.

Responsibilities

- Team
 - Work closely with the Director of Marketing and Communications to develop and execute a marketing plan that delivers against key business objectives
 - Be a leading team manager: mentor and manage junior team members including coordinators, interns, and temporary staff
- Stakeholder Management
 - Work closely with supporting government agencies on grant applications and acquittals, event planning, sign off procedures and more.
- Ticketing & Invitations
 - Develop and execute a ticket sales campaign in collaboration with the Director of Marketing and Communications
 - Manage the relationship with the appointed ticketing agency
 - Support the business development and VIP teams with invitations
 - Oversee the onsite ticketing desk and operations
 - Provide customer support and service to visitors before, during and after the event
 - Drive ticket outreach to schools and the community via targeted ticket offers
- Partnerships
 - Build on the existing network of marketing and media partnerships to develop new leads and onboard partners
- Marketing Materials
 - Work with the appointed design agency to develop and deliver creative campaigns
 - Ensure the production of high-quality digital and print marketing materials
 - Manage the print collateral timeline and production schedule
- Digital Marketing & Social Media
 - Work closely with the appointed digital marketing agency to plan and execute paid digital campaigns across relevant platforms
 - Work closely with the Social Media Coordinator, overseeing the day-to-day delivery of social media activity



- Monitor performance across digital channels and work with the agency to optimise campaigns in line with key objectives
- Photographers and Videographers
 - Work with appointed photographers and videographers to create content for social media, newsletters, and website
 - Develop briefs and manage schedules and timelines
- Out-of-Home Advertising
 - In collaboration with the appointed agency, oversee the out-of-home advertising campaign, including coordinating approvals, production and installation
- Website Management
 - Oversee the ART SG website, ensuring content is accurate and up to date
 - Work closely with the web developer on updates and new features
- Digital Communications
 - Plan and execute email newsletter campaigns
 - Manage and maintain the audience database
 - Develop audience segmentation strategies to support targeted communications and ticket sales campaigns
 - Identify opportunities to grow and diversify the ART SG audience
- Reporting & Post-Event Evaluation
 - Undertake campaign analysis and produce reports for internal teams and external stakeholders throughout the campaign period
 - Lead the post-event evaluation process, compiling a comprehensive campaign wrap report that captures key results, learnings, and recommendations
- Gallery Recruitment
 - Support the gallery recruitment campaign in collaboration with the gallery team.
- Admin & Finance
 - Assist the Director of Marketing and Communications in managing marketing budgets and associated administrative requirements

About You

- Passionate about contemporary art and events
- Demonstrated marketing experience in the arts, events, or lifestyle industry
- Highly organised with exceptional attention to detail
- Able to manage competing priorities and meet deadlines in a fast-paced environment
- Confident in managing and mentoring junior staff members through stressful periods
- Collaborative, professional, personable, and comfortable working with varied stakeholders
- Experience managing digital marketing campaigns and social media channels
- Familiarity with CRM platforms and digital analytics tools would be an advantage

The Details

- Permanent, full-time position based in Singapore
- Expected start date: May 2026
- 20 days annual leave, salary dependent on experience

To apply, please send your CV and a short cover note explaining why you would be a great fit for this role to Emma Battaglione, Director of Marketing and Communications at emma@artsg.com.