

# United States Jobs Expertini®

## Marketing Manager

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Company: Pace Gallery

Location: New York County, New York

Category: other-general

Pace is a leading international art gallery representing some of the most influential contemporary artists and estates from the past century, holding decades-long relationships with Alexander Calder, Jean Dubuffet, Barbara Hepworth, Agnes Martin, Louise Nevelson, and Mark Rothko. Pace enjoys a unique U.S. heritage spanning East and West coasts through its early support of artists central to the Abstract Expressionist and Light and Space movements. Since its founding by Arne Glimcher in 1960, Pace has developed a distinguished legacy as an artist-first gallery that mounts seminal historical and contemporary exhibitions. Under the current leadership of CEO Marc Glimcher, Pace continues to support its artists and share their visionary work with audiences worldwide by remaining at the forefront of innovation. Today, Pace has seven locations worldwide, including a European foothold in London and Geneva; two galleries in New York; Los Angeles; Hong Kong; and Seoul, as well as offices in Beijing and Berlin. In spring 2024, Pace will open its first gallery space in Japan in Tokyo's new Azabudai Hills development.

Pace Gallery seeks a Marketing Manager to join our growing marketing team within the Communications & Public Engagement department based in New York. Working underneath the Marketing Director and helping to manage and collaborate with the wider global marketing team, the Marketing Manager's primary responsibilities will be the oversight of Pace Gallery's owned media channels and digital properties, including but not limited to print,

digital, and out-of-home advertising, website, social media, and direct email marketing. Acting as the lynchpin for assigned projects through which most communications related activities are filtered, the Marketing Manager will develop and track marketing and content campaigns and facilitate communication between cross-functional teams at all levels.

The Marketing Manager will collaborate closely with various other departments in the gallery, including Content, Sales, Curatorial, Public Relations, Research & Archives, and Events in the execution of the gallery's communication strategies. The Marketing Manager will be the point-of-contact for the daily communications and marketing activities of the gallery.

#### What You'll Be Doing:

As part of holistic communications campaigns, proactively develop and deploy marketing and digital plans and owned and paid media marketing strategies in support of artists' global projects and the gallery's corporate objectives in close collaboration with the Marketing Director, including digital & print advertising, organic & paid social media, SEO / SEM, and direct email marketing

Project manage content and audience development campaigns for global exhibitions, art fairs, and select Pace Publishing and Pace Live initiatives

Plan, lead, facilitate, and actively participate in cross-functional team kick-off meetings for campaign development across the communications team

Generate audience development initiatives in close collaboration with the Marketing Director

Contribute towards audience development strategies and the development of OKRs for various marketing channels, in close collaboration with the Marketing Director

Oversee advertising contracts, placements, and the execution, approval, and delivery of creative with the gallery's design team, following the strategy developed by the CCO and Marketing Director

Oversee daily management of the gallery's website and third-party digital platforms

Manage direct marketing email schedule and approval process as relates to all gallery and artist activity, including exhibitions, art fairs, corporate announcements, and content

Create distribution plans for Pace's homegrown film and editorial content in close collaboration with the Marketing Director

Liaise with the Social Media Manager on schedule and content as relates to Pace's internal and external artist activity and corporate goals

Leverage the gallery's CRM in the development of segmentation and data enrichment strategies for project-specific marketing campaigns

Collaborate with the Content, Imaging, and Design teams on the creation of tailored marketing assets across the digital spectrum

Manage and execute all other related marketing and digital campaign activities as needed

In addition to an active and progressive work environment, Pace Gallery offers a competitive benefits package, including medical, dental and vision insurance, retirement plans with a company match, flexible spending accounts and commuter benefits. We encourage a healthy work/life balance and offer a generous vacation policy.

Pace Gallery is proud to be an equal opportunity employer and will consider all qualified applicants regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, Veteran status, or any other legally protected status.

## Requirements

### What You'll Bring:

Bachelor's degree in art history, communications, marketing, or related field of study

Minimum 3+ years' experience working for a commercial art gallery, auction house, museum, or related field

Active interest and knowledge in the contemporary art industry

Positive, proactive approach to project management

Ability to lead on owned projects and campaign planning strategically and creatively

Experience working with Google Analytics, Facebook for Business, and associated digital platforms

Comfortability working within industry-standard online platforms including content management systems (CMS), customer relationship managers (CRM) and productivity software

Keen eye for digital trends, emerging marketing strategies, and innate comprehension of the digital landscape

Strong social media skills including Instagram, Facebook, Twitter, YouTube

Uncompromising attention to detail

Excellent writing ability, with keen attention to punctuation and grammar

Benefits

Health Care Plan (Medical, Dental & Vision)

Retirement Plan (401k, IRA)

Life Insurance (Basic, Voluntary & AD&D)

Paid Time Off (Vacation, Sick & Public Holidays)

Free Food & Snacks

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