



## Marketing Assistant

Position posted on: June 18, 2018

New York

Pace Gallery is seeking a bright, passionate and experienced **Marketing Assistant** to join our dynamic and creative PR and Marketing Team.

Based out of our Chelsea, NY, office the **Marketing Assistant** is responsible for supporting the Marketing Manager in the development and execution of the gallery's global marketing strategy. While the Marketing Assistant will focus largely on the development of marketing materials aimed to raise awareness of and engagement with Pace's program and artists' activity in the U.S., this person will also collaborate with our Europe and Asia teams to advance Pace Gallery's holistic brand and vision globally.

### About the Role:

- Support the Marketing Manager in shaping and implementing integrated marketing campaigns for Pace Gallery in the U.S. and internationally, through print & digital advertising, social media (including paid social media), email and direct-to-consumer marketing, and in close collaboration with Pace's larger Marketing & PR team.
- Work closely with Marketing and PR team members, Pace Gallery dealers and artists, and our Research & Archives department to develop compelling, consistent organic and paid social media campaigns, leveraging the latest products across multiple social media platforms including Instagram, Twitter, and Facebook.
- Assist in the development of compelling sales marketing materials to assist Pace Gallery dealers in their promotion of artists and artworks to their clients.
- Assist the Marketing Manager in compiling content from across a variety of sources to create marketing materials across a variety of platforms.
- Assist in maintaining and updating Pace's website.
- Develop and maintain an editorial calendar reflective of an ongoing list of Pace Gallery's artists' global exhibitions and events.
- Manage and update Pace's network of external platforms, including Artsy, Ocula, and various other listing providers.
- Work closely with our events team to support social media coverage of Pace's special events, as well as attendance to press events including previews and briefings.
- Consistently track and report Pace Gallery digital engagement across platforms.
- Maintain a strong awareness of the latest news and emerging trends in the field of arts and culture and actively participate in the art world.
- Leverage the latest tools in digital and social media marketing to create innovative, effective, and engaging campaigns.

### About You:

- BA/BFA Degree in Art History, Marketing, Communications, Graphic Design, or related field.
- Minimum of 1 - 3 years of marketing, design, or related experience within the arts (not including internships).

- Proven success in the creation and execution of multi-channel marketing campaigns, including print advertising, social media, digital media, email, and direct mail.
- In-depth knowledge of modern and contemporary artists and the fine art industry with demonstrated passion and interest in the arts.
- Knowledge of design programs including Adobe Photoshop, Adobe InDesign, and Adobe Illustrator.
- Knowledge and passion for social and digital media technologies and their applications.
- Excellent writing skills and highly professional verbal communication.
- Excellent interpersonal, organizational and project management skills with strong attention to detail.
- Must be able to multi-task across a variety of projects at once and prioritize effectively to meet required deadlines.
- Ability to both work collaboratively and coordinate within a team, while also maintaining a proactive and solution-oriented approach to individual responsibilities.
- Ability to interact effectively with and gain the confidence of senior management.
- Must be receptive to feedback, able to take direction and incorporate feedback into future work product.
- Video editing experience is a plus.
- Experience with MailChimp or comparable email client is a plus.
- Strong computer skills including Microsoft Word, Excel, Outlook.

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.

To apply for this position, please submit a cover letter and resume to [jobs@pacegallery.com](mailto:jobs@pacegallery.com), with 'Marketing Assistant,' in the subject line.

*Pace 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.*