



JOB DESCRIPTION

Job Title	Senior Executive (Digital Marketing & Advertising)
Department	Gallery
Reporting to	Gallery Director

Overall Job Objectives:

- To help develop a social media strategy for expanding STPI's online visibility and outreach, maintain STPI's social media channels, and actively engage and grow STPI's social media audience
- To assist in providing communications and marketing support to STPI's online sales and marketing platforms, such as the STPI website, Shopify, Ocula & Artsy
- To execute and manage emailer campaigns
- To manage print and digital advertising initiatives according to the stipulated budget

Strategic

Working closely with the Communications/Marketing team to:

- Identify new digital marketing opportunities through evaluating and researching digital marketing platforms
- Monitor and collate data of all digital marketing platforms i.e. number of impressions, unique visits, number of followers, number of enquiries
- Review current digital marketing & advertising initiatives based on collated data to improve impact of campaigns and marketing outreach
- Identify digital marketing trends and market activities
- Assist to develop a compelling and engaging social media strategy for STPI's Facebook and Instagram platforms, as well as explore other potential platforms for greater online engagement and visibility
- Develop attractive emailer campaigns to boost sales of artworks and merchandise, as well as drive traffic to the STPI website and social media platforms

Project Related Tasks

Support the maintenance of:

- STPI's social media channels (Facebook & Instagram)
- STPI digital sales & marketing platforms e.g. STPI Website, Shopify, Ocula & Artsy
- Timely emailer campaigns to publicize all exhibitions, art fair participations, public programmes, special projects, as well as promote sales of artworks and STPI merchandise

Work with the Sales team to:

- Help identify strategic and targeted platforms for pre/post fair and exhibition

- Help analyze sales performance on digital platforms to highlight key learning points and improvements

Others:

- Collaborate closely with the Sales team to boost STPI's presence where it concerns sales/artwork promotion
- Collaborate closely with the in-house Designer and Photographer to help develop attractive visual content for emailer campaigns and ads
- Working closely with the Education/Outreach team to help publicize and promote public programmes for STPI's exhibitions and special projects on digital platforms
- Ensure the upkeep of the gallery space
- Other duties as assigned

Job Specifications:

- A Bachelor's degree in Business or marketing; knowledge in the visual arts sector is an added advantage
- Minimum of 2 years of working experience
- Strong IT / social media fluency
- Energetic individual with passion for the visual arts, positive mindset, and able to work independently
- Motivation for sales and marketing with creative ideas especially for online platforms?
- Organized and meticulous with follow-ups, multi-tasking various projects at the same time
- A team player who is supportive and cooperative of the gallery's initiatives, often contributing with innovative ideas
- Possesses excellent writing, interpersonal, communication and presentation skills
- Competent and current with the latest on social/online media trends
- Experience with Wordpress, Shopify, and Mailjet/Mailchimp is an advantage
- Additional spoken and written language is an advantage

Key Deliverables:

- Contributions to the Communications/Marketing team in meeting the targets for the current financial year
- Building new partnerships and marketing platforms