

## **JOB TILE: MARKETING MANAGER**

**REPORTS TO: MANAGING DIRECTOR**

**SUPERVISES: SALES AND MARKETING ASSISTANT**

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

The Marketing Manager serves as the primary administrative support for the Sales and Marketing team at INKstudio and for its senior partners including the General Managing Partner of the gallery, Craig Yee, and the Senior Sales Partner, Mee-Seen Loong. Responsibilities include the administration of all sales processes and procedures, management of all partner communications including social media and administration of key gallery relationships including artist and key collector relationships. Candidates must be bilingual in English and Mandarin Chinese, have a passionate interest in art, sales and or curation, have excellent organizational and communication skills, be highly personable and relationship oriented, and have the flexibility to travel for work.

### **PARTNER ADMINISTRATIVE SUPPORT**

- Manage the calendar and contacts for the General Managing Partner
- Manage the contact database for the Gallery in general
- Manage the General Managing Partner's social media accounts including his Weixin (Wechat) and Instagram
- Accompany the General Managing Partner and the Senior Sales Partner in meetings with artists, collectors, curators, other gallerists, museum directors, journalists and government officials, acting as meeting recorder and interpreter as needed
- Draft written communications on behalf of the General Managing Partner and Senior Sales Partner and translate communications as needed from Chinese to English and English to Chinese
- Able to travel as required

### **SALES ADMINISTRATION**

- Assist the General Managing Partner in coordinating the Gallery's relationships with Sales Consultants and Representatives (the Sales Team): ensure Consultants and Representatives are kept abreast of new consignments, sales opportunities, and new marketing materials; support Consultants and Representatives by providing selling tools such as private views, images, and explanatory information; support Consultants and Representatives with sales documentation and post-sales processes; maintain system for tracking all gallery clients by Consultant or Representative.
- Assist the General Managing Partner document and communicate pricing and discounting policies for each exhibition, art fair or other sales event.
- Prepare sales invoices and bills of sale and arrange shipping logistics in coordination with Sales Consultants and Representatives based on negotiated sale term sheets.
- Develop sales materials, write and translate sales pitches, prepare presentations (emails, PowerPoint, InDesign, Word Documents) and prepare private views for Sales Consultants and Representatives and for Gallery Partners.
- Maintain an up-to-date sales history spreadsheet for the use of the Finance Team as well as Gallery Partners.
- Become the Sales Team expert on the Gallery's database Artlogic; update the database as artwork is repriced, sold, moved, returned, etc. as a result of Sales Team activity.

## **CONSIGNMENT ADMINISTRATION**

- Assist the General Managing Partner and the Senior Sales Manager consign artworks for sales from Artists (primary market) and from Collectors (secondary market).
- Conduct market research on primary and secondary market pricing of consigned artworks.
- Assist the General Managing Partner and Senior Sales Manager develop pricing and discounting policies for all consigned artworks based on market research.
- Assist the General Manager Partner and Senior Sales Manager draft consignment agreement and records of consignment.
- Assist the General Manager Partner and Senior Sales Manager communicate periodic sales reports with gallery consignors (Artist and Collectors)

## **EVENT PLANNING**

- Assist the General Managing Director and Senior Sales Director in the planning and execution of educational and sales events and programs.
- Events and programs may include: collector and curator research trips and studio visits, artist and scholar talks or presentations, collector and curator dinners, exhibition opening events, etc.
- Assist the General Managing Director and Senior Sales Director develop and disseminate event marketing materials, maintain guess lists and host events.
- Work with the Finance and Administration Team to arrange for catering, security, equipment and space rental and logistics needed for the smooth running of events.

## **EXTERNAL RELATIONS**

- Assist the General Managing Director and Senior Sales Director prepare all external program and project proposals and applications
- Assist the General Managing Director and Senior Sales Director with media interviews and media relations
- Assist the General Managing Director in maintaining his social media accounts including Weixin and Instagram

## **QUALIFICATIONS**

- B.A. in Art History, Art Administration or related fields.
- Bilingual Chinese / English → competency in translating art-related texts.
- Demonstrates a solid understanding of the contemporary art market.
- Proficiency in Microsoft Office (Excel, PowerPoint) and Adobe CC (Photoshop, Premiere, InDesign, Illustrator).
- Excellent communicator with exceptional presentation skills.
- Extremely organized, detail-orientated and able to effectively multi-task.
- Self-motivated, driven individual who can proactively plan and execute initiatives.
- Action-oriented, driven toward results and exceeding goals.
- Flexible: shifts priorities and changes directions to meet organizational needs.
- Personable and relationship-oriented, with a positive and proactive outlook.
- Team player: able to work effectively both independently and with cross-functional partners.

## **LOCATION & HOURS**

- **Address:** INK studio, Red No. 1-B1, Caochangdi, Chaoyang District, Beijing 100015, China
- **Hours:** 10:00 AM to 6:00 PM, Tuesday - Saturday