

Art Basel stages the world's premier modern and contemporary art shows, held annually in Basel, Miami Beach, and Hong Kong. Founded by gallery owners in 1970, Art Basel is a driving force in supporting the role that galleries play in the nurturing of artists and developing and promoting the visual arts. The recently launched Art Basel Cities initiative highlights local art scenes and facilitates international collaborations, and develops cultural events with international resonance.

Art Basel is seeking a highly reliable, dynamic, and proactive person to join the Marketing Team in Art Basel's New York office as a:

ASSOCIATE SOCIAL MEDIA MANAGER

Full-Time Position: Contract/Freelance

Office: Art Basel Americas/New York Office

Reports to: Global Social Media Manager

Collaborates with: Editorial, Creative, Digital Platforms, Partnerships, and Business Initiatives

- Full-time, year-long contract role (with option for renewal)
- Work is conducted from the New York office in collaboration with our HQ in Basel, and on-site from our shows in Hong Kong, Basel, and Miami Beach
- It is imperative that the candidate be able to travel and provide dedicated services during activation periods which include: December 1-9, 2019; March 14-23, 2020; and June 13-22, 2020

Responsibilities

- Work closely with Global Social Media Manager on developing content and creative across platforms (Facebook/Instagram/Twitter/LinkedIn)
- Collaborate on executing live social media marketing campaigns in connection with our three global shows
- Monitor audience conversations and conduct community engagement across all platforms
- Track and analyze data to help inform social platform strategy; reporting
- Assist with paid social efforts and campaigns from managing budgets to performance optimization
- Perform administrative tasks ranging from maintaining key internal tools and documents to asset management
- Start Date: September 2019

Profile

- At least 2-3 years of experience crafting and managing social media either for a brand or in an agency setting
- Keenly aware of the intricacies of social media platforms and the algorithms that govern them, and have experience optimizing content across channels
- Regularly produce original Instagram Post and Story content and are skilled at crafting a narrative with original photo/video assets
- Highly capable of writing effective, entertaining copy for social media content across channels
- Meticulously detail-oriented
- Thrive in a collaborative environment and have experience developing processes for cross-team collaboration
- Have a passion for art and regularly engage with the art world in person and online. An art-related degree is a plus
- Experience implementing, optimizing, and managing paid campaigns on Facebook and Instagram is a plus
- Experience with photography, photo/video editing, and/or social graphics is a plus
- Bachelor required (Arts-related, Marketing/Communications, or other comparable field preferable)
- English fluency

We offer a challenging opportunity in an exciting and fast-paced environment and in a highly motivated global team.

To apply, please submit the following items:

- Your resume
- A cover letter: In 100 words or less, what would you bring to the role that other candidates would not?
- A list of the social accounts for a brand, media organization, etc. that you currently manage (or examples of posts from when you did manage)
- 3 examples of how you would share/promote this Art Basel story: Lawrence Lek dreams up a hotel for wealthy nomads in his computer-generated dystopia (<https://www.artbasel.com/news/lawrence-lek-art-basel-basel-2019-unlimited>)

Contact

If you have any questions or would like further information, please contact Susi Kenna, Global Social Media Manager, at socialmedia@artbasel.com

We look forward to receiving your application!