



Role Profile

Position Title: Marketing Manager

Brand Portfolio: Tokyo Gendai

Reports To: Fair Director

Works with: Operations Director / Fair Director / Fair Manager / PR Director

Direct Reports:

Office Location: Tokyo

CONTEXT

Tokyo Gendai is a new art fair and meeting place for the International art world. Tokyo Gendai is part of the The Art Assembly's roster of major international art fairs in the Asia Pacific region including India Art Fair, Taipei Dangdai, Sydney Contemporary, PHOTOFAIRS Shanghai and the forthcoming ARTSG (Jan 2023).

PURPOSE

Based out of the Tokyo office, the role is to plan, strategise and implement the marketing campaign for the event. You would offer innovative and creative marketing strategies that will make an impact and ultimately drive a high-level attendance to the event. This is very much a target driven role with a high emphasis on all marketing activities leading to the ultimate goal of attracting buyers from Japan in addition to the art loving public to the Fair.

To be successful in this role, you should have a strong understanding of digital media, including digital content creation and storytelling and be able to develop marketing partnerships throughout cities in Japan for the event. You should also have the ability to develop a visitor database to deliver a targeted visitor attendance both locally and regionally.

Strong verbal and written communication skills in both English and Japanese and highly developed interpersonal skills are essential as are excellent time and project management skills. You will be a self-starting, personable, energetic, autonomous and results orientated individual.

KEY ACCOUNTABILITIES

- Working with the Fair Director and MD to develop a marketing strategy for the Fair
- Develop partnerships to build visitors to the Fair
- Working with Marketing and Press teams to implement the marketing strategy to drive audience attendance to increase sales on behalf of our exhibitors and generating ticket revenue for the business
- Working with Marketing and Press teams to develop and implement Partnership marketing strategy
- Developing creative marketing communications campaigns using all channels - email, online, social media, SEM, PR, print and outdoor advertising, direct mail, grassroots strategies
- Overseeing the preparation of all offline and online event marketing materials
- Copywriting for all promotional collateral, including advertising and copy for external communications.



- Managing effective distribution of marketing materials, both print and online
- Develop and manage all digital communications including social media
- Build our social media following across all relevant platforms and develop our monthly newsletter distribution list.
- Identify and establish relationships with key websites, existing exhibitors and online blogs
- Liaising with suppliers (printers, designers, distribution agencies) to ensure projects are executed and delivered within deadline.
- Developing and maintaining systems and processes that allow the team to carry out and report on campaign progress and success, including ticket revenue
- Manage appointed ticketing agency
- Manage the marketing budgets ensuring all project components are delivered on schedule and on budget.
- Develop and managed visitor subscriber and distribution databases.
- Management of the Tokyo Gendai website, including copywriting and imagery.

BEHAVIOURS AND KNOWLEDGE

- Excellent strategic and marketing skills
- Excellent understanding of social media and digital marketing including digital content creation
- Minimum 5 years marketing experience, specifically within the field of events and/or fine arts or luxury goods
- Proven track record of developing partnerships and delivering marketing campaigns
- Ability to work independently and as part of a team
- Knowledge of the art world would be advantageous, but not essential
- High levels of creativity and innovation
- Excellent verbal and written communication in English and Japanese
- Excellent business etiquette
- Detail Orientated
- Disciplined and resourcefulness, with the ability to think laterally and solve problems creatively
- Proficient in Microsoft Excel, Word and Outlook.
- Experience using programs such as file maker and Dropbox.
- Strong understanding and experience in managing budgets.
- Proficient in WordPress website management; and
- Proficient in Adobe Creative Suite.

HOW TO APPLY

Please send your CV and cover letter to **Rie Nakano: rie@tokyogendai.com**