

# Sotheby's INSTITUTE OF ART

## Content Marketing Manager, Sotheby's Institute – New York

### About Sotheby's Institute of Art

Founded in 1969 by Sotheby's auction house, the Sotheby's Institute of Art (SIA) is the first and foremost graduate school for the study of art and its markets. Located in one of the most vibrant art cities of the world, Sotheby's Institute of Art, New York has been an accredited member of the National Association of Art and Design since 1989 and holds degree-granting authority from the Regents of the State of New York. With campuses in New York, London, and Los Angeles, the Institute continues to offer innovative and progressive academic and professional training to prepare students for exciting careers in the art market. Today, the Institute's more than 6,000 alumni hold leadership positions worldwide in auction houses, galleries, art fairs, museums, and art organizations.

**SIA is seeking a Content Marketing Manager** who will introduce and expand content marketing strategies for all SIA related interests in London, New York, Los Angeles, and online.

This role will bring expertise and execution for SIA to establish thought leadership and brand awareness through leveraging content marketing as an essential strategy to increase both engagement and lead generation. Working closely with faculty, students, and other partners to ensure content is created, deployed, and measured strategically, both in evergreen capacity and for specific campaigns. The position will be expected to maintain existing content production and introduce new methods for delivery, effectiveness, and building new audiences.

The Content Marketing Manager reports to the Director of Global Marketing. Serving a wide variety of programming and initiatives that are both informal and formal, the Content Marketing Manager should be a nimble and accomplished writer and multi-media producer with a scientific approach to measuring and optimizing creative efforts. The Content Marketing Manager will work with a number of internal and external partners to gather research and information, meet goals, and deliver content across multiple channels and in coordination with affiliate partners.

**Job Responsibilities** include the following but the individual will also be expected to perform all the duties necessary which are customarily performed by a person holding this position. Other duties may be assigned.

- Create and manage marketing plans for SIA initiatives across a range of media and omni-channel distribution.
- Oversee content production for Sotheby's Institute, from marketing materials to engagement pieces.
- Explore and execute new content pipelines, for example podcasts, webinars, and video series.
- Manage SIA's social media channels, including optimizing content across different channels and ensuring an effective owned-earned-and paid approach.
- Ensure content is delivered to targeted segments through marketing automation.
- Work with SIA faculty, students, and alumni to further lead generation and brand awareness through engaging and informative content.
- Assess and implement a web-based content hub to further the aims of marketing strategies.

- Participate in messaging development and campaign planning.
- Create and incentivize a culture of advocacy within SIA’s faculty, staff, students, and alumni.
- Explore live or asynchronous online programming as a key basis for lead generation and conversion.
- Create streamlined processes to deliver content, updates, stories, and information to internal and external partners for purposes of engagement and advocacy.
- Provide recommendations for tools and platforms to best deliver and assess content.
- Analyze metrics and create reports to identify strengths, weaknesses, and opportunities for improvement and growth of SIA content.

### **Knowledge and Abilities**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill and ability required. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Expert knowledge of social media, including engagement strategies, monitoring, analytics and reporting
- Full understanding of the purchase clock and how that effects marketing decisions in a multi-faceted education environment
- Ability to create multi-media content across a variety of formats
- Demonstrated analytical and conceptual problem-solving ability
- Ability to communicate effectively with a wide array of groups in academic, marketing and professional settings
- Ability to manage team members, freelancers, third party vendors, etc.
- Willing to travel if and as needed, domestically and internationally
- Ability to be present in the office
- Ability to pass a background check
- Professional written and spoken English language skills are required

### **Qualifications**

Candidates should have a Bachelors or 4-year undergraduate degree or higher and a proven record of success in a marketing role with at least 3 years’ experience.

**Sotheby’s Institute of Art offers a competitive salary that is based on education and experience.**

### **To Apply:**

- Email your **resume** and a **cover letter** to: [opportunities@sothebysinstitute.com](mailto:opportunities@sothebysinstitute.com)
- In the subject line of your email enter: **“Content Marketing Manager”**
- Only qualified candidates should apply

**NO RECRUITERS**

**Sotheby’s Institute of Art is an Equal Opportunity Employer**

<http://www.sothebysinstitute.com>