

PHILLIPS

JOB DESCRIPTION

JOB TITLE: EDITOR, MARKETING CONTENT	DEPARTMENT: MARKETING
REPORTS TO: SENIOR MARKETING CONTENT MANAGER	LOCATION: LONDON OR NEW YORK
POSITION TYPE: FULL TIME	EFFECTIVE DATE: JULY 2022

PRIMARY FUNCTION

The Editor, Marketing Content supports the creation and implementation of global content strategies, with a focus on compelling storytelling in the fields of 20th century and contemporary art and design. This role works cross-departmentally with international teams, including in New York, London, Hong Kong, and Geneva, to produce and publish original editorial features, ranging from interviews and essays to artist bios and custom content pages. This role is a crucial player in the evolution and elevation of the brand voice across all offline and online marketing channels, including social media, video, email marketing, and brand collateral.

This role reports to the Senior Marketing Content Manager and works closely with social media, email and video divisions, as well as web development, global marketing, and press teams.

DUTIES AND RESPONSIBILITIES

- Collaborate with marketing partners and teams across the business to develop compelling editorial angles for sale-specific and brand campaigns
- Fully own editorial content from inception to completion; pitch, research, write and/or commission original features for publishing across digital platforms, including website, social media, and email marketing
- Ensure that all editorial content is informative, engaging, and maximized for SEO
- Maintain content calendar and align editorial launches with relevant stakeholders in social media, email and video divisions
- Plan and produce weekly, cross-category email newsletter campaigns
- Coordinate the execution of commissioned editorial and advertorial with external partners
- Contribute to the curation of key areas of the website, including homepage, department pages, auction pages, artist pages and other evergreen pages
- Partner with Digital Product team on the implementation of new content features and functionalities
- Report on the performance of editorial and newsletter content utilizing analytics tools to identify trending and emerging content opportunities

PROFESSIONAL SKILLS AND EXPERIENCE

- Sufficient experience in editorial content ideation, writing, and editing
- Proactive, self-motivated individual
- Demonstrated passion for art and design
- Exceptional communication, organisational, and analytical skills
- Extensive experience with SEO and content management systems (CMS)
- Knowledge of Google Analytics, WordPress, Adobe Photoshop, JIRA, and other publishing/project management tools is a plus
- Proven ability to problem-solve and prioritize in fast-paced, deadline-driven environment
- Desire to work collaboratively and creatively to build consensus and work effectively

This job description is not intended to be an exhaustive list of duties, but it aims to highlight the typical main responsibilities of the post. It may be reviewed at any time, in agreement with the post holder. You may be requested to undertake such other duties as may reasonably be required of you commensurate with your general level.

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EDUCATION AND TRAINING

- Bachelor's degree in Art History, Journalism, Marketing Communications or related field

WORKING CONDITIONS

- Work is primarily undertaken remotely and in our London office at 30 Berkeley Square W1J 6EX or New York office at 432 Park Avenue
- **New York applicants:** Newly hired staff in New York must be fully vaccinated by their start date. Applicants unable to comply with this policy due to an underlying medical condition or sincerely held religious belief must be eligible for accommodation, unless such an accommodation would be unduly burdensome or present a direct threat to the applicant, our employees, or the members of our greater community.