Position: Marketing & VIP Associate

Position type: Full-time based in New York City. Starting June 2024.

Salary Range: $50-60k, commensurate with experience.

Experience required: Arts administrator with 1+ years' experience working with galleries, museums, auctions, events management, art advisory, project management or similar. Master's degree preferred.

Independent is looking for a highly organized and energetic Marketing & VIP Associate to help the Independent team. Duties include database newsletter & collector management, event coordination, general administration, running email campaigns and responding to VIP requests and nominations. Candidates must have the following qualifications to apply: a minimum of 1 year experience in an arts administrative role, strong time management and written skills, experience with excel.

At the core of Independent's mission is connecting collectors and museum patrons to our nominated artists and galleries. The VIP department is the first point of contact for collectors and museums and serves as their exclusive resource. VIP handles accreditation to the fair, access to artists, programming with galleries and managing virtual online programs around the online fair offering. We are looking for a candidate who's passionate to be a primary liaison between museum development departments, museum curators, trustee level collectors, artists and gallerists internationally. We are interested in ambitious candidates that want to build an elite lifelong network in the art sector.

At Independent, the marketing department stands as the touchstone of the organization, fostering success across every department. With a focus on promoting our exhibitors, elevating our galleries, and championing artists, we secure press coverage that amplifies the fair and drives engagement. We are seeking a candidate who possesses a genuine enthusiasm for marketing and visual storytelling.

Responsibilities include:

VIP:
- Support Photo & Content Manager and Production Manager with any VIP-related tasks
- Help coordinate tours & museum events
- Help execute the front of house and ticketing at the fair
- Help execute VIP events, including tracking RSVPs, sending invites, and event production as needed
- Manage ticketing software and data collection
- Aid in managing VIP Access online and at the fair
- Coordinate communications for marketing to VIPs
- VIP database management
- Survey museums and participants

Marketing and Programming:
- Support Photo & Content Manager with marketing tasks and goals
- Upkeep of the website and building out web pages
- Data collection for pre- and post-fair market reports
- Collecting and organizing press materials
- Help execute programming (ie talks, podcasts)

- Help execute the online fair

General Administrative:
- Project budget coordination & management
- Monitoring multiple email accounts and updating contact database
- Liaise across the team to support the common goal of a successful fair

About Independent

Independent was established in 2010, with the aim of inspiring relevant art encounters for a well-informed and devoted contemporary art audience. Over the last decade, Independent has become an internationally recognized resource for galleries and audiences who prioritize discovery and context, in contrast to the standard commercial fair. Due to Independent's unique model, our audience is tailored to connoisseur-based collectors and institutions. Independent art fairs are now held twice annually in May at Spring Studios, and in September at the Battery Maritime Building at Cipriani South Street. Additional projects include a New York Gallery History Project in collaboration with the Contemporary Art Library; Art Market Reports; commissioned editorial; podcasts; and a consultancy providing operational and marketing assistance to galleries and other arts organizations.

Independent is an equal opportunity employer. To apply, email your resume and brief cover letter to contact@independenthq.com with the subject line "Marketing & VIP Associate".