INDEPENDENT

Position: Client Development Database Manager

## About Independent



Independent, New York, 2026, Pier 36. Photography by Iwan Baan.

Independent is a mission-driven organization that serves galleries, collectors and institutions internationally. Originally established in 2010 with a collective art exhibition at the former Dia Center for the Arts, we now produce two landmark shows (Independent and Independent 20th Century), publish editorial features and scholarship, and program a range of research-based initiatives that bring together leading artists, gallerists, curators, and thought leaders.



Independent 20th Century 2026, to be held at Sotheby's at the Breuer.

# INDEPENDENT

## Our Shows

As curatorial and artistic directors of critically acclaimed shows, we are active influencers of the New York and global art landscapes. Our shows are invite-only via nomination to prospective galleries to ensure curatorial excellence.

**Independent**, our show devoted to 21st Century art, premieres more solo artist debuts than any other New York art fair. We contextualize, validate, and forecast future-facing trends for established collectors and collecting institutions.

"Independent has a near cult status among art world insiders, consistently serving up intriguing, original contemporary art."
– *The Wall Street Journal*



Independent, New York, 2015, Dia Center for the Arts, Nicolas Party, The Modern Institute, Glasgow. Photography by Etienne Frossard. Courtesy of Independent.

**Independent 20th Century** broadens our understanding of the canon from 1900–2000, featuring new perspectives on historically recognized artists alongside lesser-known voices.

"Independent has completed its transition from boutique outlier to art world institution."
– Will Henrich, *The New York Times*



Independent 20th Century, New York, 2024, Casa Cipriani, Lenore Tawney, Alison Jacques, London. Photography by Alexa Hoyer. Courtesy of Independent.

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**About the Role**
**Position**
Client Development Database Manager

**Compensation**
$75,000 - $90,000

**Reports to**
Business Director

**Start Date**
November 15, 2026

Reporting to the Business Director, the Client Development Database Manager is responsible for designing and implementing the information management system that enables brand-building and segmented marketing to existing and prospective visitors to the shows, and deepens engagement with high-value collectors, curators, and the media. This role is responsible for ensuring that the CRM (HubSpot) is used effectively across the business. The Client Development Database Manager will ensure data integrity and continually develop new reporting tools, liaising with the software vendor for additional customization.

**Responsibilities**

The Client Development Database Manager will undertake and supervise a clean-up of the existing data set. Once the records have been scrubbed and approved for use by Independent's marketing team, the Client Development Database Manager will create and use analytics to focus Independent's marketing and sales strategies. While some staff members are tasked with gathering business intelligence about new and existing contacts, it's the Client Development Database Manager who turns data into meaningful insights about the addressable market of art advisors, collectors, curators, museum trustees, major donors, journalists, enthusiasts, and others who might attend Independent or engage with its year-round initiatives (Independent Bureau, Market Reports, and others).

In order to succeed in the role, the Client Development Database Manager:

- Understands the Independent brand strategy as well as the roster of gallery participants;
- Understands CRM features and functionality that could have an immediate and positive impact on marketing and sales results;

- Works with Marketing and Sales Senior Staff to map the visitor journey (online and offline);
- Works with Marketing and Sales Senior Staff to develop richer client profiles;
- Customizes data fields to mirror the visitor journey and yield useful reporting about visitor interest, engagement and transactions;
- Applies the rubric for segmenting contacts in the CRM;
- Links galleries, artists, collectors, curators, and the media where relationships exist;
- Works with Marketing and Sales to manage the pipeline of prospects, visitors, and VIPs and reports on conversion efforts, sales, and visitor retention;
- Identifies emerging collectors who need information and education;
- Connects buyers and works that they might be interested in;
- Recommends digital content about galleries, specific artists, and works to re-ignite interest;
- Works with Marketing Director to enable targeted digital marketing campaigns to cross-promote galleries and artists;
- Uses web traffic, CTR on ads, and IG engagement to recommend campaign strategies;
- Leverages media coverage by pushing it to those who have expressed interest in galleries, artists, and Independent programming;
- Recommends dynamic lists for event invitations, e-announcements, previews, programming, and publications to increase conversion and retention;
- Tracks engagement and purchasing through every sales channel (physical and virtual spaces, fair booths, events);
- Continually provides actionable insights to the Sales, VIP, and Sponsorship team so that every staff member values the CRM as the single repository for up-to-date and accurate information about Independent's audience;
- Partners with the Project Management team to ensure that naming conventions and reporting tools in the CRM are consistent whether for promotional or gallery sales efforts;
- Audits the CRM's usage, compliance with data conventions, and addresses gaps in training;
- Ensures the CRM is optimized and the vendor follows through on bespoke enhancements.

**Qualifications**

- Minimum of 5 years marketing or sales experience
- Experience in using and/or administering a robust CRM
- Experience with AI integration and training AI agents to perform repetitive tasks
- Close working relationships across marketing and gallery sales teams

- Clear oral and written communication
- Passionate about the art world and driven to mine business intelligence about new collectors and emerging opportunities
- Meticulous and detail-oriented approach to all tasks
- Creative problem-solving
- Consistency and reliability
- Models a professional way of working
- Detail-oriented and capable of prioritizing and executing multiple tasks in a fast-paced environment
- Project Management certification or equivalent past project track record
- BA in Digital Marketing, e-Commerce, Data Management, Information Management
- Computer skills:  Salesforce, HubSpot, or another CRM, AI integration, MS Office Suite

Independent is an equal opportunity employer. To apply, please email a resume and brief cover letter to team@independenthq.com.