INDEPENDENT

Position: Senior Marketing 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.

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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



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
Senior Marketing Manager

Compensation
$85,000 - $100,000

Position Type
Full-time year-round position based in New York City

The marketing department oversees daily editorial and social rollout, sponsorship activations, show advertising, year-round social media, digital fair platforms, and physical design assets of Independent. Our ideal candidate takes deep pride in curatorial and operational excellence. They possess an extensive art world track record and are active community participants. The position provides an opportunity to guide the voice of Independent and help maintain Independent's exceptional editorial standards.

This role owns editorial quality and timely delivery across all Independent communications, spanning editorial, PR, marketing, programming, VIP relations, and exhibitor relations. Working closely with the Project Manager, the role makes sure every communication meets Independent's editorial standards, serves its audience, and reaches final CEO approval on schedule and in final form.

Responsibilities of the Senior Marketing Manager

<u>Team Leadership</u>

- Represent department across internal meetings, communicating editorial standards and deadlines. This includes preparing for and leading communications operations meetings and content and editorial calendar meetings for senior staff.
- Supervise Manager-level staff as directed.

<u>Editorial Standards</u>

- Ensure every communication meets Independent's editorial standard and does not violate editorial policies.
- Ensure the audience is considered in every communication.

<u>Scheduling and Approvals</u>

- Collaborate with cross-departmental managers to develop and maintain the communications schedule across audience segments and initiatives.
- Enforce final publishing deadlines across internal tools, e.g. Monday.com boards.
- Work with the Senior Project Manager on content calendar updates and changes.

- Support the Senior Project Manager through approval rounds before final CEO approval, guaranteeing that the final round is a true final version. With Senior Project Manager, ensure that each approval round is complete.
- Monitor internal deadlines with the Senior Project Manager, who oversees junior and Manager-level staff in completing internal work rounds.

Press

- Assist with press inquiries and route them to the correct team member.
- Run press management for individual campaigns as directed.

Advertising

- Coordinate and enforce advertising strategy, including ad placement and performance tracking.
- Oversee media buys and requirements of brand partnerships.

Requirements of the Senior Marketing Manager

- 7+ years in an editorial capacity across text, video and digital
- 4+ years in a management role with multiple direct reports
- Proficiency in Microsoft Suite, CMS, and database systems
- Proficiency with CRM and marketing systems (i.e., Hubspot)
- Meticulous attention to detail, organization, and digital editing skills
- Ability to multitask and navigate multiple priorities and deadlines
- Fluency in English and another language a plus
- Experience with writing, styling, and image IP rights
- Working knowledge of Adobe Creative Suite and project management software
- Masters-level degree in Journalism, Art History, or Art Administration a plus

How to apply

Independent is an equal opportunity employer. To apply, please email a resume and brief cover letter to team@independenthq.com with the subject line “Senior Marketing Manager application”.