**DIGITAL MARKETING AND SOCIAL MEDIA STRATEGIST**

Jonathan Cooper is recruiting a creative digital marketing and social media strategist to help the gallery developing its online presence. The London based gallery has been promoting contemporary artists since 1988, is a member of SLAD (The Society of London Art Dealers), BADA (The British Antique Dealers Association) and regularly exhibits at international art fairs.

The successful candidate will work closely with the Managing Director, the Gallery Manager, and the occasional part time staff, to help develop the artists and the business as a whole, by creating effective social media content across all digital platforms, managing the content calendar, developing, and implementing marketing strategy.

The ideal candidate will preferably have at least two years’ experience in a comparable role. He/she will be efficient, commercially minded, self-motivated, and able to work well as part of a small and friendly team. A sense of humour is also highly desirable!

Candidates must be able to demonstrate that they have the right to work in the UK and will be available from May 2022.

This is an opportunity to really make a difference within this ambitious and friendly contemporary gallery.

Job Responsibilities

- Development of the Gallery’s digital marketing activities, including targeted email campaigns, digital advertising, and social media strategy to increase sales.

- Administering all company social media accounts to ensure up-to-date content.

- Creating engaging and attractive content (including social posts on a regular basis).

- Advising on how to achieve ultimate audience reach and engagement

- Strategically identify opportunities to collaborate with notable influencers

- Email Marketing/E-newsletter

- Improving our profile on selling platforms

- Find suitable online platforms for the gallery

Desirable skills:

* Strong writing skill
* Excellent content creation and technical skills, with a meticulous attention to detail
* Solid experience of community management and engagement
* Strong computer and analytical skills, including proficiency of Adobe, Google & Microsoft Suites.
* Strong organisational skills

Please send your CV to Melissa at melissatahar@jonathancooper.co.uk along with a covering letter.