

Posted 07 July 2021

## **EDITOR, MARKETING CONTENT**

### **New York**

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.

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### **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

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### **Professional Skills and Experience**

- 5+ years of experience in editorial content ideation, writing, and editing
- Proactive, self-motivated individual
- Demonstrated passion for art and design
- Exceptional communication, organizational, 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

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### **Education and Training**

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

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## **Working Conditions**

- Work is primarily undertaken remotely and in our New York office at 432 Park Avenue (the team is currently operating remotely)

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Please submit your resume and cover letter to [Careersus@Phillips.com](mailto:Careersus@Phillips.com). Please use the subject header "Editor, Marketing Content". Please be advised: due to the high volume of applicants, we are only able to contact those candidates whose skills and backgrounds best fit the needs of the open position. In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.