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DIGITAL MARKETING COORDINATOR

New York

The Digital Marketing Coordinator, Paid Media supports the planning and coordination of global paid media campaigns across brand, auctions, exhibitions/events, and online selling platforms.

This role is centered on project management and execution oversight, working across internal teams and external agency partners to ensure campaigns are delivered on time, aligned with business priorities, and executed to a high standard.

Reporting to the International Head of Paid Media & Advertising, this individual collaborates with marketing, content, social, creative, product, analytics, and art specialist teams to support campaigns that drive traffic, client engagement, and revenue. Phillips values a workforce with a wide variety of experiences, backgrounds and skills, so we encourage you to apply even if you do not meet all of the qualifications.

Duties and Responsibilities

- Coordinate the planning and delivery of paid media campaigns across channels in partnership with external agencies
- Manage the paid media campaign calendar, ensuring alignment with auction, exhibition, and brand activity
- Act as the central point of coordination between internal teams and agency partners, ensuring clear timelines and deliverables
- Traffic creative assets, copy, and tracking requirements to the agency partners, ensuring accuracy, completeness, and adherence to platform specifications
- Support campaign setup and launch readiness, ensuring all requirements are in place and executed on schedule
- Consolidate campaign reporting, summarizing performance, insights, and key learnings
- Support post-campaign and post-sale analysis to inform future planning
- Track budgets and coordinate POs and invoicing with Finance
- Identify opportunities to improve workflows, processes, and campaign execution
- Other duties as assigned

Professional Skills and Experience

- Bachelor's degree in marketing, advertising, communications, or related field
- 2–4 years professional experience in digital marketing, campaign coordination, or project management
- Strong project management and organizational skills, with the ability to manage multiple campaigns and timelines simultaneously
- Experience working with cross-functional teams and/or external agencies
- Understanding of paid media channels (paid social, search, display)
- Experience with Excel or Google Sheets (data manipulation, pivot tables, macros)
- Strong analytical and problem-solving skills, with the ability to interpret performance data and support decision-making
- Excellent written and verbal communication skills
- High attention to detail and ability to manage multiple stakeholders in a fast-paced environment
- Self-starter who is curious and proactive, able to work independently while collaborating within a team to meet goals
- Familiarity with analytics tools (e.g. Google Analytics, HubSpot) and campaign reporting from performance platforms (Meta, Google) is a plus
- Experience in luxury or fine art environments is a plus
- Flexibility to work evenings and weekends as required.

Working Conditions

- Work is undertaken primarily within an office environment in our New York location
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Additional Info

- The annual salary for the role is \$65,000 - \$75,000.

To apply please visit: <https://phillipsauctioneers.bamboohr.com/careers/528> 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.