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PERFORMANCE MEDIA MANAGER

New York

As an integral member of Phillips' Digital Marketing team, the Performance Media Manager is an owner-operator accountable for performance media strategy, execution and results across Phillips' fine Art, Design and Luxury businesses. Working within a hybrid in-house and agency model, the manager combines direct, hands-on campaign execution with active oversight of external partners and remains accountable for performance regardless of where the work is executed.

The role plays a critical part in attracting qualified buyers and prospective sellers and supporting their progression across auctions, selling exhibitions, e-commerce, brand activity and consignment journeys. The manager will work across the entire fine Art, Design and Luxury portfolio, collaborating closely with the broader Digital Marketing team and contributing to shared initiatives that support Phillips as a whole.

Success requires strong platform execution, portfolio understanding and the ability to connect media performance with client progression from discovery and profile creation through registration, bidding, buying, consigning and repeat participation.

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

• Own performance media strategy, planning, execution, optimization and results across Google Ads, including Search and Display, and Meta Ads Manager, with LinkedIn, Apple Search Ads and other channels used selectively according to campaign objectives.

• Translate auction calendars, selling exhibitions, and e-commerce priorities, consignment opportunities and brand initiatives into clear media plans, budgets, audiences, keyword strategies, creative requirements and landing-page recommendations.

• Personally build, launch, manage and optimize campaigns within media platforms, including campaign structure, bidding approach, keyword strategy, audiences, ad copy, creative assets, product feeds, conversion objectives and trafficking.

• Recommend and maintain a clear division of in-house and agency-managed work, in partnership with the Global Head of Digital Marketing, based on internal capacity, campaign complexity and business priorities, while retaining ownership of delivery and results.

• Brief, manage and approve agency work, setting clear objectives, budgets, audiences, timelines, deliverables and performance expectations, and reviewing campaign structures, targeting, keyword strategies, conversion metrics, creative implementation and budget allocation before launch.

• Maintain direct visibility into agency-managed campaigns and work collaboratively with agency partners to ensure delivery against agreed objectives, scope, budgets, timelines and performance expectations.

• Monitor campaign delivery and commercial outcomes using platform reporting and GA4, including budget pacing, search-term and audience quality, frequency, learning status, and key media metrics (CPA, CR, ROAS); make timely optimizations and apply post-campaign learnings to future plans, budgets, creative, audiences and category benchmarks.

• Partner with Product and Technology to support conversion-event mapping, site tagging, pixel and Conversion API quality assurance, and the accurate measurement of profile creation, registration, bidding, buying, consigning and app activity.

• Work with Creative, Content, Social Media, regional Marketing and Specialist Departments to develop channel-appropriate briefs and ensure that assets, copy, specifications, destinations, usage rights and deadlines are confirmed before launch.

• Partner with CRM to support coordinated audience engagement across the client journey.

• Use AI tools and platform-native automation responsibly to support audience and keyword research, campaign planning, creative and copy development, testing, performance analysis, optimization, forecasting, quality assurance, reporting and workflow efficiency, while maintaining human oversight, data privacy and Phillips brand standards.

• Stay current on evolving Google Ads, Meta Ads Manager and other relevant platform capabilities, privacy and consent requirements, and performance media best practices.

Professional Skills and Experience

• Advanced, hands-on experience with Google Ads and Meta Ads Manager, including Search, Display, prospecting, remarketing and catalogue or feed-based campaigns.

• Demonstrated experience managing performance media agencies while remaining directly hands-on in advertising platforms, including briefing, campaign quality assurance, performance evaluation, budget oversight and partner accountability.

• Strong working knowledge of GA4, platform reporting, conversion tracking, attribution, campaign taxonomy, UTM standards, pixels, Conversion API and event mapping, with the ability to identify meaningful insights and escalate and troubleshoot measurement issues.

• Demonstrated ability to manage performance across a complex calendar of always-on activity, auctions, events, lead-generation campaigns and commerce initiatives.

• Strong command of keyword strategy, audience development, creative testing, budget pacing and bid optimization, with the commercial judgment to connect media metrics with auction participation, revenue, consignment lead quality and longer-term client value.

• Excellent project-management skills, attention to detail and the ability to coordinate multiple stakeholders, markets, deadlines and approvals without losing executional accuracy.

• Clear written and verbal communication skills, including the ability to present concise performance readouts and recommendations to both marketing and non-marketing stakeholders.

• Demonstrated proficiency with AI platforms such as OpenAI, Claude or similar tools to improve the efficiency and quality of performance media work.

• Proficiency in Excel or Google Sheets; experience with Google Data Studio, Metabase or comparable dashboarding tools is preferred.

• Demonstrated interest in fine art, design and luxury is preferred.

Education and Training

• Bachelor's degree or equivalent professional experience.

• Four to seven or more years of direct, hands-on experience planning, building and optimizing performance media campaigns on Google and Meta.

• Experience managing meaningful budgets and multiple concurrent campaigns against acquisition, lead-generation and commercial objectives.

• Experience in an in-house demand-generation role, a performance media agency or a fast-moving growth environment is highly desirable; experience with luxury, art, design, auctions, marketplaces or other considered-purchase categories is preferred.

• Experience supporting a global brand or campaigns across multiple markets is preferred.

• Experience with LinkedIn Campaign Manager, Apple Search Ads, catalog or product feeds, CRM platforms and app acquisition or engagement is beneficial.

Personal Attributes

• Ability to communicate professionally and translate complex technical concepts into clear, accessible language for a wide range of audiences, including non-technical stakeholders, both verbally and in writing.

• Meticulous attention to detail.

• Excellent time management skills with the ability to work under pressure and prioritize to meet strict deadlines.

• Ability to work individually on own initiative and collaborate as part of a team.

• Ability to adapt and collaborate effectively across a global organization, working with colleagues and art, design & luxury specialist teams across three continents.

• A curious and proactive mindset, with an eagerness to explore new approaches and quickly learn Phillips' internal programs, systems and software.

• Ability to handle confidential information discreetly and responsibly.

Working Conditions

- Work is undertaken primarily within an office environment in our New York location
- Ability to work evenings and weekends as necessary.

Additional Info

- The annual salary range for the role is $95,000-110,000.

To apply please visit:https://phillipsauctioneers.bamboohr.com/careers/589. 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.