



ST. JAMES' PARK FLAGSHIP
34a Queen Anne's Gate,
London, SW1H 9AB

KENSINGTON GALLERY
8 Holland Street
London, W8 4LT

BATH GALLERY & TOWNHOUSE
23 Brock Street
Bath, BA1 2LW

DESIGN STUDIO
34a Queen Anne's Gate
London, SW1H 9AB

Job Title: Brand and Marketing Manager

Location: London, UK

Employment Type: Full Time

Line Manager: Chief of Staff

About 8 Holland Street

8 Holland Street is a renowned gallery and design studio, celebrated for its unique curation of Twentieth Century and Contemporary art, furniture and design. With a strong emphasis on dynamic visual display and creativity, the gallery has locations in St James's Park, Kensington and Bath. A busy exhibition schedule takes place throughout the year. The dedicated Design Studio works on interior projects throughout the UK and abroad.

The Role

We are seeking a hands-on Brand and Marketing Manager to help maintain and grow 8 Holland Street's Marketing Strategy across brand, content, exhibitions, outreach and partnerships. This is a role for a strategic thinking person who has a detailed creative eye for branding consistency and engagement, who enjoys the variety that comes with a small multidisciplinary business. You will be an integral part of the team, working closely with the Director, Chief of Staff and Bath Gallery and Artist Liaison Manager, as well as the 8HS wider team.

Key Responsibilities

Marketing

- Develop and grow our marketing strategy, whilst building and maintaining our marketing calendar, focusing output on business targets, exhibitions and special events.
- Content creation
 - Manage, produce, plan and schedule high quality daily instagram content and communications.
 - Manage and produce company printed assets: exhibition posters, exhibition vinyl, exhibition guides, press releases, gallery wayfinding, christmas cards, private view and event invitations.
 - Produce digital newsletters mailed out 2-3 times a month.
 - Produce quarterly mail out flyer and "What's On" poster.
 - Produce 'Up Our Street', 'Made For Us', 'Studio Edit' and 'Spotlight On' features.
 - Manage and produce any company printed material.
 - Collaborate with stock team members to produce creative e-commerce.
- Website
 - Update 'Homepage' to reflect current Exhibitions, Features and Special Projects.
 - Update 'About Us' to reflect changes to 8HS.
 - Update 'Exhibitions' pages to reflect current and upcoming exhibitions.
 - Update 'Up Our Street', 'Made For Us', 'Studio Edit' and 'Spotlight On' features.
 - Review overall website design and functionality.
- Report on marketing metrics and performance in monthly sales meetings.

Stock, Exhibitions & Special Projects

- Lead photographers and other external collaborators to ensure output follows 8HS brand guidelines and make sure the required marketing content needs are met.
- Work with Artist and Makers, alongside the Bath Gallery and Artist Liaison Manager, to ensure we have all the required marketing material for their upcoming exhibitions.
- Managing the cataloguing of stock on Meta / Instagram shop.
- Develop relationships with current and potential brand-partners for special projects and collaborations in the art, design and fashion industry.

PR

- Driving targeted outreach with the Sales Lead for press / clients / VIPs, hosting physical marketing days to build and maintain industry relationships.
- Identify and develop PR opportunities to amplify our brand, including targeted press releases and marketing material.
- Manage and coordinate event invitations and RSVPs with the Sales Lead.
- Manage and maintain company and exhibition press assets.
- Manage and maintain Mailchimp contact lists, with a priority on press contacts.

Branding

- Maintain consistent and coherent brand messaging, tone of voice and visual consistency across all platforms and outlets in the business, developing our 8HS brand guidelines.
- Continuously assess our brand consistency and look for improvements, working closely with the Director and Chief of Staff.

Contacts

- Determine Contacts Masterlist strategy, categorisation and historic clean-up, with support from 8HS gallery teams.
- Ensure seamless capture of new contacts to Contacts Masterlist from visitors to 8HS galleries, Townhouse, team email accounts and invoices.
- Work with 8HS gallery teams to manage a clear process for weekly and monthly updates of the above.

What We're Looking For

- Experience in marketing across the gallery, design, fashion, branding and interior industry.
- Proven content and asset creation output for brands.
- Experience working with Mailchimp and Adobe Photoshop and InDesign.
- Excellent visual presentation and copywriting skills.
- Experience in brand consistency and strategy.
- Excellent organisational and communication skills, with an eye for detail.
- A creative, commercially driven and can-do attitude.

What We Offer

- A dynamic and creative work environment.
- The opportunity to be involved in high-profile projects, exhibitions and collaborations.
- The opportunity to hone and grow the 8HS visual identity.

How to Apply

Please send your cover letter, CV and examples of your previous work as well as details on notice period and salary expectation to team@8hollandstreet.com by Thursday 29th January 2025.