

OCULA

Ocula offers comprehensive access to the best of post-war and contemporary art exhibited by the world's leading art galleries and organisations around the world. Enriched by Ocula Magazine's insightful perspectives on the artists and ideas shaping art now and Ocula Advisory with its international reach, access and expertise. Ocula is a compelling destination and resource for collectors, curators, advisors and lovers of contemporary art.

THE ROLE - Digital Marketing Manager

Ocula is seeking someone with a passion for contemporary art and a strong desire to build a career in the international art market to join our team at a crucial time of growth. Working as a senior member of the Ocula team, you will be responsible for optimising the performance of the platform, driving engagement on the website, and increasing targeted visitation.

You will lead the digital marketing function with a focus on delivering the overall digital, lead generation and integrated channel strategy to drive the business forward and to achieve its growth targets. As a passionate marketing leader, you will be equally engaged with hands-on involvement in digital marketing campaign performance as you are when presenting the marketing strategy to the leadership team. You will be responsible for driving organic growth via SEO, improving conversions via CRO, and increasing sessions on our site. By working with our Product & Engineering team, you will also work cross-functionally to suggest & implement product updates across the entire Ocula.com site and build a successful digital strategy that ladders up to company impression, session, and conversion event goals.

You will report directly to the CEO and work closely with all key business functions.

The successful candidate should have experience in a high growth business and be able to demonstrate:

- Excellent knowledge of PPC, SEO and social media
- Ability to manage marketing budgets and achieve return on investment
- A track record of increasing brand recognition through digital and social media
- A commercial approach to marketing with a track record of tangible results
- Experience in CRO, website projects and development
- Experience managing and building out CRM programs
- A strong analytical mindset with an ability to build reporting from scratch and manage, own and optimise KPIs

Responsibilities include:

- Develop and execute comprehensive digital marketing strategies to enhance brand awareness, drive website traffic, and generate enquiries
- Oversee all digital marketing channels, including SEO, PPC, email marketing, social media, and content marketing
- Lead the planning, execution, and optimization of digital advertising campaigns across various platforms, ensuring alignment with business goals and target audience
- Collaborate closely with internal teams, including Advisory, Editorial and the Galleries team to integrate and optimise digital marketing initiatives to accelerate growth in each business area
- Manage digital marketing budgets and performance
- Conduct market research and competitor analysis to identify opportunities, challenges, and areas for differentiation

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- Build strong relationships with external partners, agencies, and vendors to support digital marketing initiatives and improve results
- Owning the strategy and narrative for how we report on digital & paid media performance, including attribution and media mix modelling
- Analyse data and reports to identify trends and opportunities to improve customer experience and product discoverability & segmentation
- Develop and execute the company's CRM strategy, including product marketing initiatives, to support activation, engagement, and retention
- Manage and oversee the product pipeline, triaging feature requests and bugs, prioritising accordingly inline with company goals

ABOUT YOU

- Proven track record of success in digital marketing roles, preference for experience within the art or luxury category
- Extensive experience in developing and implementing digital marketing strategies, including campaign planning, execution, and optimization
- Analytical mindset with the ability to interpret data, extract insights, and make data-driven decisions to drive business outcomes
- Extensive experience with data visualisation, reporting and analytics solutions such as Tableau, Power BI, Google analytical tools & CRM Analytics.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with internal teams and external partners
- Results-oriented mindset with a track record of achieving targets
- Experience working with and managing 3rd party agencies
- Fluent written and spoken English

WHAT'S IN IT FOR YOU?

- Unparalleled exposure to the contemporary art market
- Flexible working environment
- Opportunity to work with a fun, passionate and collaborative team helping to shape the future of an exciting and creative industry!

Please send applications (cover letter + CV) to Rory Normanton, CEO

rory.normanton@ocula.com