

SASKIA FERNANDO GALLERY

Job Title: Sales and Marketing Executive

Location: Saskia Fernando Gallery, Colombo, Sri Lanka

Overview:

Saskia Fernando Gallery seeks an ambitious, results-driven Sales and Marketing Executive to develop and implement effective sales and marketing strategies that enhance the brand, increase sales and drive business growth. The successful candidate will have strong communication and analytical skills, exceptional customer service skills, and a passion for the arts.

Key Responsibilities:

- Develop and implement sales and marketing strategies to increase brand awareness and revenue
- Conduct market research to identify opportunities for growth and expansion
- Plan and execute effective marketing campaigns, events, and exhibitions
- Cultivate strong relationships with existing and potential clients, artists, and partners
- Track and analyze sales data to assess performance, identify trends and make data-driven decisions
- Manage social media platforms and create engaging content to increase followers and engagement
- Coordinate with internal teams to ensure that marketing and sales efforts are in line with business goals
- Attend art fairs and competitions to represent the gallery and promote artworks
- Prepare reports and presentations on sales and marketing activities and outcomes
- Stay up to date with industry trends and best practices

Qualifications:

- Bachelor's degree in Marketing, Business Administration, Fine Arts, or a related field
- 3+ years of experience in sales and marketing, preferably in the art industry
- Excellent verbal and written communication skills in English, with strong networking and interpersonal skills
- Passion for contemporary and modern art and knowledge of the Sri Lankan art landscape
- Proven track record of meeting and exceeding sales targets
- A self-starter, resourceful with excellent problem-solving skills
- Strong organizational and time-management skills with the ability to multitask and prioritize tasks
- Knowledge of Adobe Creative Suite, website development and social media platforms is a plus.

If you are a motivated and dynamic individual with a passion for art business and sales, please apply with your resume, cover letter, and three references.