

TEFAF – PR & Communications Director

ABOUT TEFAF

Established in 1988, The European Fine Art Foundation (TEFAF) is widely regarded as the world's preeminent organization for fine art, antiques, and design. TEFAF runs two fairs internationally - TEFAF Maastricht, which covers 7,000 years of art history, and TEFAF New York, focused on Modern and Contemporary Art & Design.

In 2022, TEFAF Maastricht will take place March 12-20 and TEFAF New York will take place May 6-10.

JOB DESCRIPTION

A core collaborator across all areas of the organization, the PR & Communication Director serves as one of TEFAF's brand guardians and oversees TEFAF's corporate communications and PR strategy across platforms and markets. They help to further establish TEFAF's culture and values and ensure consistent messaging across all channels of media on a global scale.

RESPONSIBILITIES

TEFAF PRESS

- Oversee all external press agents/agencies and press P&L
- Oversee all press releases and distribution strategies
- Cultivate and maintain relationships with media and influential industry professionals
- Define and own inbound and outbound press strategies and procedures to strengthen TEFAF's brand in all key markets
- Leverage business intelligence (KPI goals, analysis, and reporting) to inform TEFAF's development and communications solutions that deliver reach
- Collaborate with Marketing team on strategy and media/advertising partnerships
- Track and influence media coverage

TEFAF BRAND

- Further define and promote the foundation's uniqueness as the preeminent art fair with well-established core values
- Collaborate with staff to refine TEFAF's tone of voice across all touchpoints
- Build TEFAF's global brand visibility and maintain its equity by celebrating and communicating its expertise, scholarship, connoisseurship, and academic talent

- Work closely with Relationships and Marketing teams to build a compelling strategy to attract a new generation of collectors
- Ensure consistency throughout all communications by establishing best practices and producing/editing brand materials

TEFAF STRATEGY AND MANAGEMENT

- Collaborate with senior staff, Executive Committee, and Communications Committee to develop and maintain strategic perspective
- Ensure effective management within TEFAF and foster a positive work environment as a member of the management team

QUALIFICATIONS

- BA in Communications, Marketing, Art History, or related field
- 7-10 years experience and proven track record in Communications and/or PR
- In-depth knowledge of the international art world or market
- Excellent writing, proof-reading, and editing skills and attention to detail
- Demonstrated ability to work on tight deadlines and excel in a fast-paced environment
- Demonstrated strong leadership and management skills
- Excellent English skills, proficiency in Dutch also preferred

WORKING FOR TEFAF

- A salary commensurate with experience
- 13th month and holiday allowance
- Pension scheme
- Travel remuneration is available
- Standard office supplies, such as a company phone, is provided
- Flexibility to work remotely

If this vacancy appeals to you, please submit your CV and cover letter to hr@tefaf.com.

Please note: Due to the high volume of applicants, we are only able to contact those candidates whose skills and backgrounds best fit the needs of this vacancy.