

# CARLTON WARD

## PHOTOGRAPHY

Position: Gallery and Fine Art Business Manager

Employment Type: Full Time

Dates of Employment: TBD

Location: Tampa Bay, Florida, USA

### ABOUT CARLTON WARD PHOTOGRAPHY

Carlton Ward Jr is a conservation photographer and National Geographic Explorer whose passion for nature was born from the Florida landscape. His mission is to inspire appreciation and protection of Florida's original nature and culture – the endangered wildness that is often hidden in plain sight but very much needs our attention to be saved. Our art business extends this mission by offering fine art prints of selected photographs. Our base of customer is strongest in the Tampa Bay Area and is starting to include statewide, national, and international collectors. Learn more from [CarltonWard.com](http://CarltonWard.com).

### JOB DESCRIPTION

The Gallery and Fine Art Business Manager will be responsible for the commercial success of the art business, including sales, exhibits, events, new business development and customer service. A new gallery space is being developed at the Factory in St. Petersburg with expected completion in Summer 2022, at which time responsibilities will grow to include managing additional gallery staff as needed. The position will begin as work-from-home and transition to regular gallery hours at the Factory by Summer 2022. A successful candidate will need a combination of artistic awareness, business insight, interpersonal skills and practical abilities. It will be important to develop a deep understanding of both the art collections and the conservation messages and places the art represents, in the gallery as well as the broader community.

### RESPONSIBILITIES

- Develops new customers and collectors
- Manage sales and relationships with new and existing collectors
- Manages limited edition and open edition photography collections, including tracking editions and edition pricing, along with managing framed inventory
- Manages [CarltonWard.com](http://CarltonWard.com) website via ArtCloud program
- Engages collectors with creative sales development opportunities, including exhibits, events and special programs
- Provides customer service including educating customers, answering questions, etc.
- Manages and schedules additional gallery staff, as needed

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- Manages business contact email and phone number/voicemail
- Manages photograph orders, both online and in person/over phone
- Manages logistics including customer pickups and deliveries, pickups from printers and ensuring the installation of artwork in exhibit spaces
- Manages image licensing requests and fulfillment, including editorial and commercial use
- Manages merchandise including books, matted prints, etc.
- Creates engaging content for use in social media, newsletters, press releases and other general marketing purposes

### QUALIFICATIONS

- In-depth knowledge of fine art (preferably photography), including how to properly handle and care for artwork
- Familiar with gallery administrative practices, previous gallery experience is welcome
- Excellent management and organizational skills, including digital file management
- Experience with a website builder – will train to use ArtCloud program
- Ability to work independently, balanced with strong collaboration skills
- Passionate about conservation and sustainability
- Preferred education - a bachelor's degree in arts management, art business, museum studies, arts administration, fine art photography, art education
- Preferred experience – art sales, gallery management
- Basic computer skills, including experience with Word, Excel, Teams and Zoom
- Experience in Adobe Lightroom and Photoshop are preferred (will train to use Lightroom program)
- Fluent English (written & verbal)

Salary will be commensurate with experience and include the opportunity for sales-based commissions.

### HOW TO APPLY:

If interested in this position, please email cover letter and resume to [Lisa@CarltonWard.com](mailto:Lisa@CarltonWard.com). Carlton Ward Photography, LLC is an Equal Opportunity Employer. Individuals from all cultures and communities are encouraged to apply.