

## Marketing & Engagement Coordinator – Job Description

### Overview:

Gateway Arts is looking for a highly motivated, creative and passionate individual to take on the role of the Marketing & Engagement Coordinator. He/she will play a vital role in supporting the Marketing and Programming teams.

The Marketing & Engagement Coordinator works closely with the Marketing team in developing and implementing effective marketing communications, advertising & promotions for Gateway Arts' activities, programmes, workshops and theatre productions. He/she is also responsible for market research, effective database growth, executing social media campaigns, coordinating marketing and communications materials and marketing tie-ups to increase brand awareness, attendance and revenue.

The individual also provides comprehensive administrative assistance, with a focus on Front-of-House management and volunteer support, event logistics and donor stewardship efforts support.

Paramount to this position is the ability to work with a high degree of independence, and juggle various projects at once, while maintaining a clear view of how each project supports Gateway Arts' mission.

### Duties & Responsibilities:

#### Sales & Marketing Coordination

- Develop and maintain an in-depth knowledge and understanding of Gateway Arts' activities, programmes, workshops and theatre productions.
- Effectively communicate and promote programmes and productions to prospective markets.
- Actively involved in identifying, developing and implementing effective marketing plans, activities, events, advertising and promotions to reach out to new audience.
- Responsible for growing, managing and reporting of Gateway Arts' database.
- Assist the marketing team in the coordination of all marketing, communications, promotional and publicity materials.
- Develop and conduct market research and surveys with patrons, prepare findings and analysis reports, make recommendations for improvement.
- Assist the Marketing team in managing Gateway Arts' Social Media platforms including (but not limited to) planning and executing monthly content calendar and social media campaigns, tracking and reporting campaign analytics, and making recommendations for improvement of Gateway Arts' digital marketing.
- Support the Marketing team in brand and event activation through marketing communications, media relations, advertising and promotions, direct marketing and events management to increase brand awareness, generate publicity, maximise attendance and revenue.

### Donor Relations

- Assist the Programming team in the implementation and execution of donor retention initiatives for existing donors.
- Maintain consistent communication with donors to ensure timely acknowledgements and updates through email, newsletters, and annual reports etc.
- Support the Programming team in forging new collaboration and partnerships that enhances donor experiences and building relationships for fundraising opportunities.
- Assist the Programming team in project management, frontline communications, content creation, event planning and implementation for fundraising activities.

### Other Duties

- Oversee Front-of-House for theatre productions.

### **Requirements:**

- Degree/Diploma in Marketing, Arts Management, Events Management or related discipline
- At least 2 years of experience in client services, sales and marketing in arts, cultural or lifestyle products/services/events
- Good knowledge of Singapore's arts scene will be an added advantage
- Savvy in digital marketing, experience in content marketing (content creation and content distribution) and social media campaigns
- Self-disciplined, organised, self-motivated and task/goal driven individual
- Excellent time management with strong ability to organise, prioritise and manage multiple duties and assignments
- Creative and proactive individual with positive mindset and can-do attitude
- A team player with good interpersonal & communication skills
- Flexibility with regards to working days and hours (able to work on weekends, Eve of Public Holidays and Public Holidays, if necessary)
- Proficient in spoken and written English with strong writing and proofreading skills
- Proficient in MS Office application
- Proficient in Adobe Photoshop will be an advantage