

Sales & Marketing Executive – Job Description

Overview:

Gateway Arts is committed to building a vibrant arts community on positive values, and is dedicated to creating works that impact society. Championing current social issues faced by youths and children using the arts is our core business.

At Gateway Arts, we have a creative and dynamic team who shares this common vision. If you have a strong passion for the arts and would like to play a part in developing Singapore's arts landscape, we welcome you to join us for a challenging and fulfilling career.

Duties & Responsibilities:

Sales & Marketing

- Develop and maintain an in-depth knowledge and understanding of Gateway Arts' programmes.
- Effectively communicate and promote the programmes to prospective markets.
- Actively involved in identifying, developing and implementing effective marketing plans to reach out to new audience.
- Responsible for growing, managing and reporting of Gateway Arts' database.
- Assist the Marketing team in the development and production of all marketing communications 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 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 team in forging new collaboration and partnerships that enhances donor experiences and building relationships for fundraising opportunities.
- Assist the team in project management, frontline communications, content creation, event planning and implementation for fundraising activities.

Other Duties

- Assist in Front-of-House and volunteer support.

Requirements:

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