

Marketing Executive

Job Description

Overview:

Gateway Theatre is committed to building a vibrant arts community on positive values, and providing platforms for Made-In-Singapore works and talents that make a positive impact on society. At Gateway Theatre, we have a creative and dynamic team who shares this common vision.

We are looking for a highly motivated, creative, and dynamic individual to take on the role of Marketing Executive. He/she will work closely with his/her Marketing teammates in developing and implementing effective marketing communications, advertising, and promotions for Gateway Theatre's programmes. The Marketing Executive is also responsible for market research, effective database growth, executing social media campaigns, and coordinating marketing and communications materials and marketing tie-ups to increase brand awareness, event attendance, and revenue.

This individual must work well with others while having a high degree of independence, as well as the ability to handle multiple projects and timelines at once. He/she must possess excellent digital marketing and marketing communications skills, and have good writing and presentation skills. 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 and Responsibilities:

- Develop and maintain an in-depth knowledge and understanding of Gateway Theatre's products/services to communicate and promote them to prospective markets/audience effectively.
- Effectively communicate and promote programmes to prospective markets.
- Manage ticket sales and ticketing matters for Gateway Theatre's programmes.
- Be actively involved in identifying, developing, and implementing effective marketing plans to reach out to new markets/audiences.
- Support the 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, and maximise attendance and revenue.
- Manage Gateway Theatre's 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.
- Develop marketing, promotional, and publicity materials such as advertisements, brochures, flyers, posters, banners, newsletters, EDMs, e-banners, etc.
- Grow and manage Gateway Theatre's database.
- Write and deliver persuasive copy for Gateway Theatre's website, social media, email marketing campaigns, sales and marketing collaterals, and marketing communications materials.
- Identify, reach out, and foster good working relationships with special interest groups, clubs, associations, media owners, as well as any other marketing partners to leverage opportunities to benefit Gateway Theatre in terms of goodwill, marketing channels, media rates, promotional opportunities, etc.
- Perform market research and competitor monitoring to keep up-to-date of market trends, understand the programmes and approach of key competitors.
- Develop and conduct market research and surveys with patrons, prepare findings and analysis reports, make recommendations for improvement.
- Maintain consistent communication with sponsors to ensure timely acknowledgements and updates through emails, newsletters, annual reports, etc.

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- Support the team in forging new collaborations and partnerships that enhance sponsor experiences and building relationships for fundraising opportunities.
- Assist the team in project management, frontline communications, content creation, event planning and implementation for fundraising activities.

Requirements:

- Degree/Diploma in Marketing/Mass Communications or related discipline
- At least 3 years of experience in Marketing/Marketing Communications of arts, cultural, or lifestyle products/services/events
- Savvy in digital marketing, experienced in content marketing (content creation and content distribution) and social media campaigns
- A team player with good interpersonal and communication skills
- Creative, meticulous, and proactive individual with a positive mindset and can-do attitude
- Challenge-driven and goal-oriented individual
- Excellent time management with a strong ability to organise, prioritise, and manage multiple duties and assignments
- Able to effectively adapt to changes
- Proficient in spoken and written English with strong writing and proofreading skills
- Good knowledge of Singapore's arts scene will be an added advantage
- Proficient in Microsoft Office
- Proficiency in Adobe Photoshop will be an advantage
- Flexibility with regards to working days and hours (able to work on weekends, eve of Public Holidays, and Public Holidays, if necessary)