



SINGAPORE REPERTORY THEATRE
ASSISTANT MARKETING MANAGER

Singapore Repertory Theatre (SRT) is a non-profit organisation and one of Asia's leading English-language theatre producers. Join a dynamic and passionate team dedicated to creating transformative theatrical experiences and make a difference through the arts.

We are looking for an experienced and result-driven Assistant Marketing Manager to join the marketing team at SRT. The ideal candidate should have a deep understanding of digital marketing concepts and how to leverage social media and other digital channels to develop SRT's business objectives. As a tech-savvy and innovative individual, you will be responsible for developing and executing marketing campaigns that reinforce our brand and attract a wider audience. We are also looking for someone with keen intuition and strong analytical skills, who will be able to identify new opportunities and drive successful marketing campaigns.

Key Responsibilities

- **Strategic Planning & Execution:** Develop and implement integrated marketing strategies aligned with SRT's objectives, focusing on increasing ticket sales, driving engagement, and building brand awareness.
- **Campaign Management:** Oversee the planning, creation, and execution of multi-channel marketing campaigns, including social media, email, paid media, and partnerships.
- **Content Creation:** Collaborate with the Creative Designer and other stakeholders to produce engaging content for digital platforms, print materials, and advertising campaigns that resonate with diverse audiences.
- **Digital Marketing:** Manage SRT's social media platforms, email marketing campaigns, and paid advertising efforts to enhance brand visibility and online presence.
- **Performance Analysis:** Track and analyse campaign performance using tools like Google Analytics and Meta Ads Manager. Leverage insights to refine strategies and optimise ROI.
- **Stakeholder Collaboration:** Work closely with the artistic and production teams to ensure marketing materials align with SRT's artistic vision and brand identity.
- **Project & Team Management:** Assist in managing cross-functional projects and mentor junior team members as needed.



Requirements and skills

- Bachelor's degree in Marketing, Communications, or a related field.
- 3–5 years of marketing experience, ideally with a focus on lifestyle brands or working in an agency setting.
- Proven expertise in traditional and digital marketing, with experience in email platforms (e.g., Mailchimp), social media management tools, Google Ads, and analytics platforms.
- Strong project management skills, with the ability to juggle multiple priorities and meet deadlines.
- Excellent written and verbal communication skills, with the ability to create compelling content across platforms.
- Familiarity with Adobe Creative Suite (Photoshop, InDesign, Premiere Pro) is a bonus.
- Creative, analytical, and results-driven mindset with the ability to translate data insights into actionable strategies.

The role will report to the Head of Marketing & Brand Communication. The overall management of SRT's employees is under the Managing Director.

Interested candidates should send their letter of application to Zach Ng, Head of Marketing & Brand Communication at zach@srt.com.sg.



About Singapore Repertory Theatre

We are SRT.

We tell unforgettable stories, with scale and style.

We do this for everyone. Because we believe theatre is for everyone. For once a year, or once a week. Whether you're eight years old, or eighty.

So there's no one type of SRT performance.

One day, it's a show the whole world is talking about. The next, a show they will be talking about. It's an original musical, or reimagined classic. A child's first visit. A date night. The start of an evening you'll never forget.

What unites it all?

A passion for performance. A commitment to using theatre to teach vital, lifelong skills in our community. And the guarantee that when you spend time with SRT, the experience will be unmissable, unforgettable.

Everyone's welcome.

Find out more via www.srt.com.sg.