

SINGAPORE REPERTORY THEATRE DIGITAL CONTENT MARKETING EXECUTIVE

Singapore Repertory Theatre (SRT) is a non-profit organisation and one of the leading English language theatre producers and presenters in Asia. Be part of a dynamic and exciting team working in an enriching industry.

We are looking for an experienced and result-driven Digital Content Marketing Executive to join the marketing team at SRT. As a Digital Content Marketing Executive, you will be responsible for content creation as well as setting up, implementing and managing the overall company's digital (including social) marketing strategy.

Digital marketing strategies are extremely important for our company's success, so your role will play a crucial role in achieving our business goals and objectives.

We are expecting you to have a minimum of 2 years' experience in the development of rich product related marketing content. You should have passion for digital technologies and all digital marketing channels, including but not limited to social media marketing and Search Engine Marketing (SEM).

Tasks will include but are not limited to:

- Collaborating across the multifunctional team to plan and manage delivery of rich product content.
- Planning, ideating and creating highly relevant and engaging graphic and video content which our audience is looking for and then to optimise the path to conversion.
- Managing and developing Singapore Repertory Theatre's social media channels, including paid advertising.
- Various campaign-based marketing duties, including EDM marketing, Google advertising, producing print and digital marketing collateral.
- Digital campaign execution, monitoring and optimisation.
- Website management and ensuring website is Search Engine Optimised.

A successful candidate has:

- Passion about theatre and the arts.
- Strong copywriting skills, specifically for social media marketing.
- Knowledge of SEO, SEM and Social Media Marketing, including paid advertising.
- Past experience producing product content for the web specifically, as well as channel-specific knowledge (blog, Facebook, Instagram, LinkedIn, etc.).
- General knowledge of the digital ecosystem, advertising technology platforms, marketing automation systems, and ad formats is a good to have.
- Experience using Adobe Creative Suite, including Photoshop, InDesign and Premiere Pro to create marketing content.
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement and conversions.
- Ability to brainstorm ideas and see them through to detailed execution.

Mandatory Qualifications & Professional Experience:

- Bachelor's degree or equivalent experience in a related field (marketing, journalism, communications, business, etc.) with relevant working experience of not less than 2 years in similar roles
- Strong time management skills and the ability to be self-directed
- Excellent communication and presentation skills

Please note that preference will be given to those with relevant experience and that salary will be commensurate with experience. This position commences in August 2021.

Please email your CV and cover letter with your expected salary to Deborah Foo-Ong, Administration Manager at debbie@srt.com.sg. For further information about the role please email Margaret Leong, Marketing Manager at margaret@srt.com.sg.

About SRT

SRT's mission is to enrich, engage and entertain audiences by staging theatrical productions and learning programmes of the highest calibre, collaborating with the best talent in the world.

SRT impacts the local community with Learning & Engagement programmes which benefit thousands of students, teachers, and children. This underpins a substantial investment in audience and talent development for the wider industry in Singapore.

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