

## Resident Marketing Officer - Residency Programme

Singapore Repertory Theatre's Residency Programme offers an immersive hands-on experience for young theatre professionals looking to further their careers in Singapore's theatre industry. Residents work closely alongside professional colleagues at SRT on a wide range of productions and programmes developing their skills and understanding of their chosen specialities and also participating in the day-to-day workings of one of the leading theatre companies in Asia.

We are looking for a candidate with a strong design background who is looking to train and grow to be a marketer. The Marketing Resident will support the Learning and Engagement team in SRT for their design and marketing needs. The Resident will be closely mentored throughout the journey which includes regular check-ins and opportunities to attend marketing-related workshops.

The Resident will be expected to make a full-time commitment for 18-24 months. A monthly salary and CFP will form the base income for the resident during the engagement with SRT.

**Learning & Engagement Mission:** To harness the learning power of theatre to excite, enrich and educate young people, communities, and professionals.

**Excite:** Creating a safe, immersive, and stimulating environment

**Enrich:** Enhancing lives through holistic development

**Educate:** Pushing the boundaries of learning

### Role Overview:

**Responsible to:** Head of Sales and Marketing

**Place of work:** KC Arts Centre—Home of SRT, Havelock II office and other venues as required

**Holidays:** 14 days per year plus public holidays.

**Hours of work:** 44 hour per week to be worked flexibly, usually distributed across a 5-day week. Due to the nature of the post some evening and weekend work will be required.

**Notice period:** The trainee position is subject to one month's notice by either party

## **Resident Marketing Officer - Job Description**

### **Core Purpose:**

Resident Marketing Officer is responsible for designing, executing and co-ordinating the marketing and communication of Learning & Engagement for through-the-line campaigns (mainstream, OOH, below-the-line, mobile, digital and social) as well as managing the website. This includes curating and producing the content together with the Learning and Engagement team and uploading of content primarily on SRT digital platforms. The Resident will report to the Head of Sales and Marketing, and will assist with the development and design of marketing collateral, including graphics, logos, event collateral materials, video editing and a variety of other creative tasks as assigned.

### **Responsibilities**

- Create and design visuals for campaigns and programmes for both online and offline
- Assist in video production and post production editing
- Co-ordinate and assist in photoshoot
- Contributing to copy writing as appropriate
- Creation of images to coincide with social and blog posts
- Assist with website and blog updates
- Assist with collateral updates and version control
- Planning and maintaining marketing schedules
- Monitoring L&E marketing expenditure
- Providing L&E marketing analytics
- Other projects as assigned

### **Other:**

- Support Front of House duties and SRT events as required
- Support across departments as required by Management

## Person Specification

### Essential skills and experience

- Excellent working knowledge for both MAC and PC
- Must be proficient in design and video editing software such as Adobe Illustrator, Indesign, Photoshop, Premiere pro, After Effects, and Lightroom
- A good working knowledge of Microsoft Office
- Excellent verbal and written communication skills
- Ability to work both on own initiative and collaboratively
- Organized, dependable and detail oriented, working to deadlines
- Willing to work flexible hours including weekends and evenings
- Quick learner and efficient, and able to work well under pressure
- An interest in the arts/ theatre or education

### Applicants:

All applicants to send resume with accompanying cover letter (no more than one page) stating how they meet the *Person Specification* above, with reference to the role's responsibilities.

Please submit a cover letter and resume to [paul@srt.com.sg](mailto:paul@srt.com.sg)

### Open to Singapore citizens only

Shortlisted applicants will be asked to attend an interview and prepare a short presentation.