

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.

The opportunity allows the Resident to set goals, review their progress and develop their skills in direct relation to the industry. Training in this format offers many benefits to career development, offering Residents diverse and high-quality work experiences that will support future employment opportunities. The Resident Marketing Officer secondment will be with SRT’s Learning and Engagement.

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: Marketing Manager

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 planning, 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 Marketing Manager 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.

Administration:

- Planning and maintaining marketing schedules
- Monitoring L&E marketing expenditure
- Providing L&E marketing analytics
- Contributing to copy writing as appropriate
- Client liaison as appropriate

Graphic design and video editing:

- Creation of images to coincide with social and blog posts
- Assist with website and blog updates
- Assist with collateral updates and version control
- Creation of various key visuals for programmes
- Creation and updates to various sales collateral
- Assist with video production (shooting, editing, etc)
- Other projects as assigned

Other:

- Plan and review a personal development with Management
- 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 basic design programs including Adobe Creative Suite and knowledge of video editing software.
- 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 margaret@srt.com.sg

Open to Singapore citizens only

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