



Singapore Repertory Theatre

## SINGAPORE REPERTORY THEATRE SALES MANAGER

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 that brings stories to life and captivates audiences through transformative theatrical experiences. This is your chance to work in an enriching industry where one's passion for the arts can make a difference.

Join our dynamic team at Singapore Repertory Theatre and lead the way in shaping our sales strategy and outreach. As a Sales Manager, you'll play a pivotal role in driving the success of our theatre company. Your responsibilities encompass a wide spectrum, from developing and implementing sales strategies to nurturing valuable client relationships. You'll identify key selling points and masterfully present our diverse range of products, including integrated and holistic programmes.

We are seeking a passionate and results-oriented individual who can blend their sales acumen with an appreciation for the performing arts, contributing to the growth and success of our theatre company. With the aim of enhancing the reach and impact of SRT's theatrical productions, your role involves building connections with our clients and fostering relationships that ensure SRT remains a top choice for theatre enthusiasts and group events. If you're ready for a rewarding challenge where every sales pitch becomes a captivating story, we invite you to explore this opportunity.

Your duties shall include but are not limited to:

- Manage organisational sales by developing business plans, meet planned goals and co-ordinate with marketing department on lead generation.
- Actively meeting with clients (schools, groups and corporates) to build/nurture relationships and gain market insights.
- Identify key selling points or value proposition and prepare sales pitch.
- Present products (upsell and cross sell – integrated/holistic programmes from SRT).
- Establish new business contacts.
- Maintain accurate records.
- Attend trade exhibitions and conferences.
- Review sales performances regularly.
- Track sales meetings and provide regular reports.
- Assisting with Front of House duties when required.



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### Requirements and skills

- A minimum of 5 years of relevant sales experience.
- Bachelor's degree in Business or a related field (or equivalent work experience) is preferred.
- Experience in the arts or entertainment industry is preferred.
- Proven leadership capabilities and experience managing a sales team.
- Familiarity with sales and CRM software, as well as Microsoft Office Suite.
- Strong negotiation skills and the ability to close deals effectively.
- A creative approach to sales, recognizing the unique qualities of theatrical products and crafting compelling sales strategies.
- A results-driven mindset with a focus on achieving and exceeding sales targets.
- Ability to adapt to the dynamic and fast-paced nature of the theatre industry.

The role will report to the Head of Sales & Marketing. The overall management of SRT's employees is under the Managing Director and you will refer to the Admin Manager for daily operational human resource matters.

Interested candidates should send their letter of application to Zach Ng, Head of Sales & Marketing at [zach@srt.com.sg](mailto:zach@srt.com.sg).

### **About Singapore Repertory Theatre**

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.

Find out more via [www.srt.com.sg](http://www.srt.com.sg).