

Position Vacant: Marketing Manager
Organisation: The Substation Limited
Reporting to: General Manager, Artistic Director

An opportunity exists for a marketer with solid experience in developing, planning and executing marketing campaigns. The Substation is Singapore's first non-profit independent contemporary arts centre with an action-packed programme of exhibitions, productions, film screenings, courses, gigs, fundraising events and other arts-related activities. It is an organisation born in Singapore, with an aim to broaden local artistic perspectives & professional practice. In its 20th year, The Substation strives to grow its profile, improve education outreach and reach out to more members of the public as a whole. We are looking for a new Marketing Manager to lead the marketing and PR aspects of our business.

Requirements:

- 3-5 years marketing experience at a managerial level
- A passion for the arts (experience in the arts not essential)
- At least a Bachelor's degree
- Excellent written and verbal skills
- A demonstrable ability to conceptualise, plan, develop and execute a total marketing campaign from end to end
- The ability to work to tight deadlines with minimal resources
- A desire to work with a diverse group of people, being able to effectively multi-task and achieve results with minimal guidance

Responsible for:

- Conceptualising marketing campaigns with the management and programming teams
- Planning, developing and executing all aspects of a marketing campaign in coordination with programmers & project managers
- Liaising and building relationships with a range of stakeholders, eg audience, students, general public, potential donors, potential sponsors
- Maintaining and building contacts with the media; writing and distributing press releases
- Sending calendars of events to relevant media and managing follow up
- Creating dedicated media pitches and sending to relevant media in a timely manner and managing follow up
- Managing the production of marketing materials, including leaflets, posters, banners and flyers - this can involve writing and proofreading copy, simple design work and liaising with designers and printers
- Arranging for the effective distribution of marketing materials
- Maintaining and updating the corporate website
- Creating regular eDMs to our database and maintaining the emailer systems
- Attending events and exhibitions
- Speaking at openings and events when Management are unavailable
- Speaking to groups of visitors about The Substation when Management are unavailable
- Assisting in securing sponsorship to assist with the publicity and funding of projects
- Evaluating marketing campaigns
- Monitoring media exposure and competitor activity
- Managing budgets
- Supervise marketing interns and any support staff

The Substation

A Home for the Arts

Remuneration is a base salary and performance-based bonus. Please send your application with a cover page stating why you would like to work for The Substation and your salary expectation, keeping in mind the non-profit nature of The Substation, attention to:

Ms Emily J Hoe
Assistant General Manager (Marketing & Sponsorship)
Email: Emily@substation.org

The Substation is an equal opportunity employer. All applications received will be processed and reviewed. The Substation encourages a positive and diverse workplace and does not tolerate prejudice of any sort.