

**STPI**  
**Creative Workshop & Gallery**

JOB DESCRIPTION

Job Title	Senior Executive (Press & Media Relations)
Job Level	
Department	PR & Communications
Reporting To	Director, STPI Gallery
Subordinate(s) (if applicable)	Digital Marketing & Advertising Assistant

Overall Job Objectives:

Work with the Gallery Director to plan and implement effective media and PR strategies for STPI's diverse and dynamic program calendar

Primary Responsibilities:

Press/Public Relations

- Develop publicity, awareness and hype for STPI's events, comprising of but not limited to
  - Exhibitions
  - Art Fairs
  - Visiting Artist residency program
  - Outreach and Education programs
  - Friends of STPI programs
- Cultivate a solid rapport and relationship with print, broadcast and online media partners from local as well as international publications and agencies
- Research and develop interesting, persuasive press releases and media kits for distribution to targeted media partners so as to achieve positive, impactful and widespread media coverage
- Collate post-event media coverage and clippings, analyse key findings and evaluate overall publicity achieved via a monthly press report
- Liaise with and attend to enquiries from media partners, individuals, other galleries or institutions
- Support sales efforts and strategies by identifying potential sponsors and developing sponsorship decks and proposals for events/projects

Digital Media/Marketing

- Develop the effective use of digital media channels and social networks (eg, Facebook, Twitter, Instagram) to ensure effective and up-to-date dissemination of STPI's news and events
- Drive STPI's web content management by consolidating updates from all departments on a weekly basis to upload on STPI's website
- Ensure consistency and alignment of all marketing and PR activity/content as well as relevance of information on STPI's website
- Monitor and analyse web analytics (Google analytics and console) for event/project to track and refine advertising and marketing efforts
- Develop sound advertising strategies and explore relevant portals to increase STPI's brand visibility and awareness

- Design, plan and execute an effective annual media plan with the Digital Marketing and Advertising Assistant
- Collaborate with webmaster/designer to ensure STPI's website complies with MCCY's IT Security requirements

Others

- Liaise with artists and/or galleries for clearance and approval of Copyright matters when necessary
- Provide high-resolution images of completed artworks with signed acknowledgement from the artist or gallery as part of end-of-residency handover. This would include any other ad-hoc requests by artist's galleries
- Manage the implementation of and ensure STPI's conformity to all PDPA requirements and practices online and/or offline
- Track, record and oversee marcoms expenditure to meet the annual stipulated budget
- Oversee art fair applications with STPI Gallery Executive – Content, Research and Communications
- Co-ordinate Guest-of-Honour for all opening reception programs
- Execute timely completion of Board meeting materials
- Other duties as assigned

Job Specifications:

- Possess Bachelor's degree in Marketing, Advertising or Communications
- Minimum 3 years of solid writing and editing experience in corporate communications
- Proactive, dynamic with tenacity and drive for news and media coverage
- Possess excellent presentation and interpersonal skills
- Positive and able to manage multiple projects simultaneously
- Ability to work under deadline pressure and extra hours if needed on assignments
- Proficiency in MS Office

Key Deliverables:

- Ability to develop and enhance global STPI's brand presence via:
- Increased media features and coverage (online and printed)
- Increased number of followers on FB and IG
- Increased number of traffic to website
- Increased number of online sharing of online content
- New marketing ideas and events

Prepared By	Rita Targui
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Approved By	
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