

<p style="text-align: center;">STPI Creative Workshop & Gallery</p>	
JOB DESCRIPTION	
Job Title	Executive (Communications & Marketing)
Job Level	HRL 12
Department	Communications
Reporting To	Assistant Manager (Content & Communications)
Subordinate(s) (if applicable)	
<p>Overall Job Objectives:</p> <p>Work with the Gallery Director and Assistant Manager of Communications to implement & execute strategic and effective marketing plan for greater exposure and promotion of STPI's diverse and dynamic gallery and public outreach programmes.</p>	
<p>Primary Responsibilities:</p> <p>Press & Public Relations</p> <ul style="list-style-type: none"> • Develop publicity, awareness and hype for STPI's events, comprising of but not limited to <ul style="list-style-type: none"> ○ Exhibitions ○ Art Fairs ○ Visiting Artist residency programme ○ Public programmes ○ Friends of STPI (FoSTPI) programme • Cultivate a solid rapport and relationship with print, broadcast and digital media partners from local as well as international publications and agencies • Liaise with and attend to press and media enquiries from media partners, individuals, other galleries or institutions • 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 • Organise press conferences, interviews or media-related events where needed • Act as key contact person for any partnerships/liaison with appointed PR agencies • Collate post-event media coverage and clippings, analyse key findings and prepare media evaluation reports • Consistently generate ideas to gain more media coverage <p>Secondary Responsibilities:</p> <p>Online Communications</p> <p>Work closely with Executive, Digital Marketing & Advertising to:</p> <ul style="list-style-type: none"> • Design, plan and execute an effective annual media plan • Identify and advise on best tools and strategies for optimal engagement of online print and digital media campaigns • 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
- Collaborate with webmaster/designer to ensure STPI's website complies with MCCY's IT Security requirements

Others

- Collaborate with Sales Department in the strengthening of monthly FoSTPI programming, developing marketing strategies and exclusive offerings to heighten attraction towards membership programme
- Support sales efforts and strategies by identifying potential sponsors and developing sponsorship decks and proposals for events/projects
- Support Education and Outreach Department in planning and coordinating public programmes
- Manage the implementation of and ensure STPI's conformity to all PDPA requirements and practices online and offline
- Track and record media and marketing expenditure to meet the annual stipulated budget for Communications Department
- Oversee art fair applications with Senior Executive (Content, Research and Communications)
- Co-ordinate Guest of Honour for all opening receptions of gallery programme
- Execute timely completion of Board meeting materials
- Other gallery duties as assigned

Job Specifications:

- Possess Bachelor's degree in Marketing, Advertising or Communications
- Minimum 2 years of solid writing and editing experience in corporate communications
- Proactive, dynamic and positive attitude, with tenacity and drive for news and media coverage
- Possess excellent presentation and interpersonal skills
- Strong team player with ability to work in collaborative settings
- Ability to manage multiple projects simultaneously and prioritise
- Ability to work under deadline pressure and extra hours if needed on assignments
- Keen interest in contemporary art, both regional and global
- Familiarity with and understanding of commercial gallery operations an added advantage
- Proficiency in MS Office

Key Deliverables:

- To contribute to develop and enhance global STPI's brand presence via:
- Increased media features and coverage (print and digital)
- Increased number of followers on social media
- Increased number of traffic to website
- Increased number of online sharing of content
- New marketing ideas and events

Prepared By	Rita Targui
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Updated By	Rita Targui
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Approved By	Emi Eu – Executive Director
Approved On	10 March 2020