

# STPI

## Creative Workshop & Gallery

### JOB DESCRIPTION

Job Title	Senior Executive (Marketing & Communications)
Department	Special Projects
Reporting To	Assistant Director (Projects)
Subordinate(s) (if applicable)	NA

#### Overall Job Objectives:

Assist in the overall content development and marketing of STPI projects such as S.E.A.Focus. Support the Assistant Director and Manager in achieving sales targets for projects.

#### Core Responsibilities:

- Together with the Manager, manage the implementation of Projects' content and communication strategies.
- Assist in the formulation of comprehensive and compelling marketing plans tailored to the context of each project to effectively reach and engage the target customer group.
- Develop in-depth knowledge of the galleries' presenting artworks, artists and biographies.
- Assist in developing content for e-mailers, e-catalogues, street banners, programme leaflets and liaise with other parties to produce collaterals and publicity materials such as e-mailers, e-catalogues, street banners and programme leaflets to promote the projects.
- Edit and proofread all printed and online content.
- Build and manage relationships with press (print and digital) and KOLs.
- Support and execute all PR strategies and advertising campaigns for print, digital and social media.
- Media monitoring and preparation of reports.
- Assist in developing frameworks and materials to pitch to potential sponsors and partners.

#### Job Specifications:

- Bachelor's Degree in Art History (or related field), Marketing and Communications.
- At least 2 years of relevant working experience.
- Possess excellent research, writing, communication and interpersonal skills.
- Fluency in English and one other Southeast Asian language would be a plus.
- Public speaking skills would be a plus.
- Familiarity with the visual arts scene in Singapore and the region.