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// 72-13.com // TWorkssg.wordpress.com // T:>Works is supported by the National Arts Council under the Major  
Company Scheme for the period from 1 April 2019 to 31 March 2022. // T:>Works is an Institute of Public Character  
with Charity Status. T:>Works T:>Works T:>Works T:>Works T:>Works T:>Works T:>Works T:>Works  
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## COMMUNICATIONS AND ENGAGEMENT ASSOCIATE

T:>Works seeks a high-energy, organised and creative individual as Communications and Engagement Associate, to be responsible for overseeing the communications, media, community and digital content / social media marketing for T:>Works and its projects. He/She/They will help to create and execute a communications strategy for external consumption, including media, the public, and our local communities, with the goals of advancing T:>Works' profile and programs, building attendance and increasing awareness of the company and its impact.

## KEY RESPONSIBILITIES

### Communications and Content Creation

- Plan and execute the communications and engagement strategy for the T:>Works' range of programmes, including researching, analytics tracking and reporting.
- Create content and copywriting for marketing, engagement and publicity materials
- Chart objectives and direction, target audience, channels and metrics

### Press and Media

- Cultivate and maintain relationship with press and media contacts to pitch stories and generate coverage for the company and its projects.
- Write compelling press releases, coordinate interviews and plan media engagement sessions.
- Coordinate and oversee photo sessions for public relations and marketing purposes.
- Oversee the archiving of all press clippings, video clips, radio tapes and photo library.

### Digital Content and Social Media

- Generate content, analytics and strategies for the company's social media platforms and engagement.
- Manage all day-to-day aspects of social media content development: from copywriting and digital asset creation to scheduling and posting
- Manage, maintain and update the company's website, or work closely with web designers when necessary.
- Manage all day-to-day aspects of social media content development and initiatives.
- Provide strategic guidance for the management of other main digital marketing platforms (Madmimi, blogs and websites).
- Translate the marketing strategy into a monthly content calendar for T:>Works' digital marketing channels to meet overall communications and engagement objectives
- Create and implement digital community engagement strategy that establishes guidelines and best practices.
- Engage and collaborate with outside community or marketing partners.

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## KEY CRITERIA

The successful candidate is a consummate communicator, creative thinker and content producer with a passion for the arts, and thrives in a progressive artistic environment. He/She/They will meet many of these criteria, and have the desire and capacity to learn the rest on the job:

- Bachelor's degree, with a degree in English or communications strongly preferred
- 1-3 years of work experience in arts and cultural organizations or related fields in communications, journalism, (digital) marketing, public relations
- Excellent organisational, interpersonal, verbal and written communications skills
- Excellent editorial skills, with a keen eye for consistency, accuracy, and detail while strong in overall strategies
- Strong multichannel strategic communications skills and media contacts
- Experience managing complex projects with differing timelines and deadlines
- Acute understanding of the digital ecosystem and multichannel communication strategies
- Excellent computer skills, especially Microsoft Word, PowerPoint, Excel and Google Suite
- Design capability on Photoshop and/or Illustrator, and experience using the full Adobe Creative Suite, Canva and other software to create content, a plus.
- Familiarity with digital content management systems (Dropbox, WeTransfer, Google Drive) and video production process.
- Strong work ethics, and willingness to work outside of regular office hours based on the company's project calendar.

To apply, please send your resume, cover letter and expected salary to [traslin@theatreworks.org.sg](mailto:traslin@theatreworks.org.sg). Preference will be given to those with relevant experience and salary will commensurate with experience.

## ABOUT T:>WORKS

Established in 1985, [T:>Works](#) is an independent and international performance company based in Singapore. T:>Works' vision and mission is the pioneering of thought leadership in the arts focused on transdisciplinary, transcultural, and inclusive processes. To this end, T:>Works' mission is to provide a strong educational perspective with research and discourse contextualising the histories, contemporary experiences, and art practices of South East Asia. The mission of T:>Works also serves to investigate the current urgencies of being located in Singapore through different creative expressions in the public sphere.