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.
- Provide strategic guidance for the management of other 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.
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 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.