



## **ABOUT NATIONAL GALLERY SINGAPORE**

### **UNVEILING MODERN SINGAPORE AND SOUTHEAST ASIAN ART**

National Gallery Singapore is a visual arts institution which oversees the largest public collection of modern art in Singapore and Southeast Asia. Situated in the heart of the Civic District, the Gallery is housed in two national monuments—City Hall and former Supreme Court—that have been beautifully restored and transformed into this exciting venue.

Reflecting Singapore’s unique heritage and geographical location, the Gallery features Singapore and Southeast Asian art from Singapore’s National Collection in its long-term and special exhibitions. The Gallery also works with international museums to jointly present Southeast Asian art in the global context, positioning Singapore as a regional and international hub for the visual arts.

In 2016, the Gallery won the awards for “Best Attraction Experience”, “Breakthrough Contribution to Tourism” and “Best Customer Service (Attractions)” at the prestigious Singapore Tourism Awards for its role in adding to the vibrancy of Singapore’s tourism landscape.

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## **Assistant Manager (PR & Communications)**

The candidate will join a dynamic team of officers in marketing and communicating events organised by the Gallery. The job scope includes media and influencer relations, corporate and internal communications and marketing duties.

### **RESPONSIBILITIES**

#### **Media & Influencer Relations**

- Manage relationships with local and international media, digital media and influencers.
- Drive media engagement, cultivating new contacts and maintaining strong rapport with existing media and influencer contacts.
- Execute media initiatives and events such as press conferences and familiarisation tours as well as influencer events and initiatives.
- Draft press releases and media advisories as well as craft media angles for different types of media.
- Handle media queries, filming and conduct tours for media.

- Develop and execute PR & Communications plans and drive media coverage for the Gallery's key exhibitions and programmes, working closely with marketing counterparts.
- Manage any crisis/grievance communications which may develop in the traditional as well as social media space.

#### **Corporate and Internal Communications**

- Work closely with internal and external stakeholders to ensure the Gallery's brand identity is applied consistently.
- Coordinate communications with other government agencies such as the National Heritage Board, Singapore Tourism Board and National Arts Council etc.
- Coordinate the production of corporate materials such as corporate brochure and corporate video.
- Support internal communications and employee engagement activities, including the writing and production of internal newsletters and contributing articles for the gallery's intranet.

#### **Others**

- Updating and managing media & influencer database
- Updating of media monitoring statistics.

#### **REQUIREMENTS**

- At least 3 - 4 years of relevant work experience in marketing and communications in the arts, lifestyle or travel industry.
- Relevant experience in public relations and working with local and regional media preferred.
- Experience in influencer relations and digital or social media communications.
- Passion for the arts and exposure to the art world is an advantage.
- Possess excellent interpersonal, communication, presentation and writing skills, and experience with the preparation of marketing collaterals.
- Experience in crisis communications in traditional as well as digital/social media is desired.
- A team player who is resourceful, detail oriented and able to manage multiple projects simultaneously.
- Working knowledge of Microsoft Office Suite is essential.

Please send your detailed CV to [careers@nationalgallery.sg](mailto:careers@nationalgallery.sg). We regret that only shortlisted candidates will be notified.