



## **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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## **Manager (Marketing)**

### **RESPONSIBILITIES**

- Develop and execute marketing campaigns for exhibitions, programmes and key events through storytelling and content marketing across multi-channel platforms (both offline and online) to achieve brand awareness and visitorship targets for the Gallery, both locally and internationally.
- Develop campaigns with focus on digital and social media engagement with the target audience.
- Manage marketing and communications collaterals – both print and digital, content for key campaigns on websites, audio/visual production and environmental branding.
- Develop strategic partnerships for the promotion and marketing of the Gallery including developing opportunities for cooperative marketing and promotional activities with potential and existing partners, media, Singapore Tourism Board and other international marketing-related organisations.
- Support Business Development, Partnership Development and other key functions with marketing collaterals.
- Manage campaign budget and track campaign effectiveness.

- Work closely and effectively with creative & media agencies, internal and cross functional team members.
- Identify cross-marketing opportunities with existing & potential partners and develop activities to achieve a win-win outcome for all.

## **REQUIREMENTS**

- Undergraduate degree in a relevant discipline including coursework in marketing and business communications.
- 4 to 6 years of relevant experience in brand marketing and communications.
- Excellent subject knowledge in the field of marketing, with substantial experience in multi-channel campaign development and execution.
- Prior proven knowledge and experience in digital, social media engagement and CRM.
- Prior proven success in campaign development and execution through content marketing across multi-channel platforms.
- Familiarity with the tourism industry, cultural organizations or equivalent.
- Prior proven success in project management
- Exceptional interpersonal, organisation, analytical skills as well as effective oral and written communication skills.
- Ability to work in a complex and demanding environment with a high level of attention to detail.
- Effective time management skills.

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