



## JOB DESCRIPTION: Business Development Manager

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### PART A: General Information

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<b>Position title:</b>	Business Development Manager
<b>Place:</b>	Phnom Penh
<b>Responsible to:</b>	ECLA Manager
<b>Assisted by:</b>	Sales Team and Production Team

### PART B: About Cambodian Living Arts (CLA)

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We believe arts are at the heart of a vital society. We envision the arts and cultural expression as essential to a thriving future for Cambodia.

Cambodian Living Arts' mission is to be a catalyst in a vibrant arts sector, inspiring new generations

Our strategic goals for the period 2017-2021 are to:

- Enable artists and cultural leaders by providing training, funding and resources
- Integrate arts and culture into the life experiences of young people
- Expand audiences and markets for Cambodian performing arts
- Facilitate beneficial connections and collaboration between arts communities in Cambodia and Asia

Our ongoing aims are to:

- Lead major artistic initiatives that support the development of the Cambodian arts sector
- Facilitate international and regional exchange and promotion
- Support the continuity of Cambodia's artistic heritage

### PART C: Position overview

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Experience Cambodian Living Arts (ECLA) is a program of CLA. Our vision is to be a role model for creative and heartfelt Cambodian cultural experiences, leading the development of a dynamic and responsible performing arts industry in Cambodia.

To help meet this goal, ECLA is seeking a talented Business Development Manager to build and support artistic sustainability in Cambodia through our enterprise initiatives across our three different categories of Experiences:

**Eyes and Ears** – Live Dance and Music Shows

**Hands On** – Interactive and Inspiring Workshops and School Activities

**Heart, Body and Soul** – Cultural Immersions and Genuine Interactions

The Business Development Manager's main role is to grow our income through performances, workshops and other cultural experiences. Our goal is that within 3 years, ECLA is not only able to sustain its own operations and give regular work to artists, but is able to generate profit that can be reinvested into CLA's other programs, especially programs related to training and developing artists. In order to do that, we need to reach new types of audiences, grow our existing market and develop new creative cultural experiences that enrich artists and audiences.

The Business Development Manager must stay up to date with developments in the culture sector and the tourism sector, so they can anticipate what audiences want to experience, and help in expanding the Cambodian performing arts market to local and international audiences. They will work closely with our sales and front of house teams, and in collaboration with our Communications Team and ECLA production staff.

## **PART D: Responsibilities**

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### **Sales and marketing**

- Lead the implementation of sales and marketing strategies to deliver the 5-year business plan of ECLA
- Introduce new marketing strategies to grow our audience base, e.g. online marketing, and targeting new market segments
- Develop the annual plan and budget for marketing and promotion of ECLA's cultural experiences
- Ensure sales staff are well equipped with materials and training
- Coordinate content development and production of marketing collateral, promotional materials and sales tools in collaboration with the CLA Communications Team

### **Pricing and profitability**

- Work closely with the ECLA Manager to make sure the business model remains profitable and artists are fairly paid for their work
- Work with program manager to develop pricing strategies for ECLA products/services
- Develop sales targets, forecasts and budgets for the overall ECLA program

### **Customer service and content development**

- Coordinate relevant teams to ensure that guests get the best quality experience right through from booking online, to attending a show or a workshop and then receiving an appropriate follow up after their experience
- Be the main link with clients on major projects (e.g. a unique or high profile performance booking) to understand their needs and vision, and then work with the production team to recruit the right artists and creative team to deliver the vision
- Give input to the Head of Creative Programs & ECLA Manager on concepts for new experiences that will be part of ECLA's ongoing business e.g. for a regular cultural performance in Siem Reap, or new interactive dance workshop format for local students
- Conduct market research to discover the viability of new and existing formats of performance, workshops and tours

### **General**

- Attend regular CLA weekly meeting and ECLA team meetings
- Work closely with ECLA, other CLA team and extending good relationship with artists.

#### **PART E: Required skills and experience**

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- A minimum of 3 years of experience in successful business development
- Good knowledge of the tourism/hospitality industry is required
- Experience in arts, culture or a creative service is preferred
- Understanding of product/service development processes and organization (products and services in tourism/hospitality/creative industry)
- Capability to promote teamwork and collaboration among different teams
- Ability to measure performance by KPIs is highly appreciated
- Strong leadership and ownership of own responsibilities is needed
- Fluent English is required (fluent speaking and excellent writing)
- Fluency in Khmer is preferred

#### **PART F: Salary and benefits**

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<b>Starting salary:</b>	\$1000 - \$1500
<b>Salary review:</b>	Annually in October
<b>Probation period:</b>	3 months
<b>Leave entitlement:</b>	18 days per annum

#### **PART G: Application instructions**

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To apply, please send a resume and a cover letter explaining your interest and suitability for the position, to [careers@cambodianlivingarts.org](mailto:careers@cambodianlivingarts.org)

Deadline: 27<sup>th</sup> July 2018