



## JOB DESCRIPTION: Marketing and Communications Coordinator

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### PART A: General Information

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<b>Position title:</b>	Marketing and Communications Coordinator
<b>Place:</b>	Phnom Penh
<b>Responsible to:</b>	Business Development Manager
<b>Assisted by:</b>	ECLA 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

#### Experience Cambodian Living

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. Our mission is to build a profitable and sustainable model that:

- Fulfills audiences' demand for captivating and enriching experiences of Cambodian arts and culture
- Creates uplifting employment opportunities for artists
- Provides resources and participates in arts development through CLA's dedicated program

### PART C: Position overview

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The Marketing and Communications Coordinator is responsible for coordinating and designing sales and marketing materials and ensuring that ECLA's messaging is communicated to its audiences.

The Marketing and Communications Coordinator will work closely the Sales and Marketing Team as well as the whole ECLA Team to ensure that ECLA activities including regular dance shows, arts workshops, cultural trips, and others products and services communicated effectively.

### PART D: Responsibilities

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#### Marketing and Communication

- Implement marketing and advertising campaigns under the direction of the Business Development Manager / Marketing Manager
- Assist with routine communications, including stakeholder communication, newsletters, website updates etc.
- Coordinate and create content as needed - this may include planning and coordinating photo-shoots and video shoots, writing for web, press releases and for social media etc.
- Identify and develop relationships with media personnel to promote ECLA activities.
- Maintain ECLA's social media accounts (e.g. content creation, posting plan)
- Report on the effectiveness of communications activities
- Assist with other external and internal communications duties as needed



## Developing printed materials

- Design (or work with external designer) to create materials such as flyers, posters, show program, banners, invitations etc.
- Coordinate or create written and photographic content for printed materials
- Supervise printing process
- Coordinate or support distribution of materials where appropriate
- Maintain inventory of promotional materials

## General

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

## PART E: Required skills and experience

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- 1-3 years of communications experienced include creating and implementing social media strategies.
- Confident with website and social media content management. Experience with Wordpress preferred.
- Experienced in Adobe InDesign and Microsoft Office. Basic understanding of Adobe Photoshop and Illustrator.
- Very organized, capable of dealing with multiple tasks and deadlines, and able to prioritize
- Creative thinking and problem solving skills.
- Good writing skills and the ability to adapt style, tone and message for different audiences.
- Fluent in Khmer, good written and spoken English (able to translate between English and Khmer).
- Skills in photography and/or video filming and editing a plus

## PART F: Salary and benefits

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<b>Starting salary:</b>	\$400-\$700
<b>Salary review:</b>	Annually in October
<b>Probation period:</b>	3 months
<b>Leave entitlement:</b>	18 days per annum

## PART G: Application details

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<b>Closing date:</b>	15 September 2018
<b>Send applications to:</b>	<a href="mailto:careers@cambodianlivingarts.org">careers@cambodianlivingarts.org</a>
<b>Required documents:</b>	CV, Cover Letter and portfolio or design of previous work.

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