

## JOB DESCRIPTION: Marketing Manager

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### PART A: General Information

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<b>Position title:</b>	Marketing Manager
<b>Place:</b>	Phnom Penh
<b>Responsible to:</b>	Head of ECLA
<b>Assisted by:</b>	Comms team and volunteer

### 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. ECLA's vision is to be a role model for creative and genuine 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 Marketing Director 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 Marketing Manager is responsible for developing the marketing workplan and strategy to reach new types of audiences, grow our existing market and develop new creative cultural experiences that enrich artists and audiences.

The Marketing Manager will directly supervise the ECLA Comms Coordinator and have support from Volunteer Marketing Advisor (available for 12months) to achieve the following tasks. The ECLA Marketing team works closely with the CLA communications team.

## **PART D: Responsibilities**

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### Planning and reporting

- Using the 3 year marketing plan as a guide, develop an annual workplan and budget for marketing, aligned with ECLA's objectives
- Manage the implementation of developed annual workplan and budget, with supervision from Head of ECLA
- Manage all advertising and promotional campaigns, using ticketing system (Ticketsource) or/and CRM system (Salesforce) to measure results and report on effectiveness of marketing and promotional campaigns (e.g. sales conversion from ads on pocket map, or boost post on FB...)
- Provide monthly reports on deliverables and achievements of marketing objectives.

### Marketing communications

- Ensure the consistent use of key messages developed for ECLA's experiences
- Create and maintain content for all marketing collaterals and ensure brand consistency across all materials
- Manage regular mass email communications with all stakeholders (e.g. monthly newsletters to tourism partners, mass email to inform about show closed...)
- Manage the creation and publication of all sales and marketing materials (with support from the Communications Coordinator)

### Online

- Set up and maintain relevant platforms to reach new target audiences, as directed by Head of ECLA (e.g. Chinese customers, volunteer groups and schools overseas)
- Manage existing online platforms (website, TripAdvisor, GetYourGuide and Google) and explore new platforms (e.g. blog, cultural trip) to expand existing audiences (Western and European).
- Explore and propose for any promotional opportunity to reach new target audiences (e.g. ads on Baidu, WeChat, Weibo...)
- Ensure an active online presence of ECLA on all channels

### Business development

- Plan and communicate with target partners, clients and prospects of new ECLA's experiences or activities
- Initiate market research to understand high end clients (e.g. identify high end event agencies, what are their demands...), analyzes results and provides recommendations.
- Work on proposals for high end client contracts/ living arts experiences
- Support sales team on the development of sales strategy.

### General

- Direct supervisor of Communications Coordinator
- Maintain effective internal communications to ensure that all teams are kept informed of marketing objectives.
- Manage regular marketing and communication team meeting

- Attend regular CLA weekly meeting and ECLA team meetings
- Work closely with ECLA, other CLA team

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

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- A minimum of 3 years experience in Marketing is needed, with sales experience is an advantage
- Strong leadership and ownership is needed
- Knowledge/ experience in tourism industry is an advantage
- Capability to promote team-working and collaboration among the different teams, together with an attitude to measure performances by KPIs is highly appreciated
- Out-of-the box thinking and encouragement of driving for creative, marketable solutions is highly appreciated
- Experience in arts and culture or/and creative content is an advantage
- Excellent spoken and written English is required, fluent spoken and written Khmer is preferred, Chinese an advantage

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

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<b>Starting salary:</b>	\$1,000 - \$1,700 depending on experience
<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: 14 July 2019