



JOB DESCRIPTION: Marketing & Communications Coordinator

PART A: General Information

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| Position title: | Marketing & Communications Coordinator |
| Place: | Phnom Penh |
| Responsible to: | Managing Director |
| Assisted by: | Institutional Advancement Team |
| Compensation: | \$1,200-\$1,700 NET per month |

PART B: About Cambodian Living Arts (CLA)

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

The Marketing & Communications Coordinator works as part of the Institutional Advancement Team. The Marketing & Communications Coordinator has two main focus areas:

- Marketing and communications to potential and current supporters of CLA's work e.g. via newsletters, campaigns and other digital outreach
- Institutional marketing and communications e.g. CLA Website and press relations

The main audience for these communications is international supporters (mainly small donors), including Asia-Pacific and USA. From time to time the Marketing & Communications Coordinator will support other colleagues in the team with communications to local supporters in Cambodia.

The purpose of the Marketing & Communications work is to engage people with CLA's vision and mission, and to transform that engagement into practical and financial support for CLA's work.

PART D: Responsibilities

Digital communications

- Maintain the CLA contact database, with up to date and accurate lists of key stakeholders



- for fundraising and marketing communications
- Produce and distribute regular bilingual (English and Khmer) e-newsletters to CLA supporters, targeting content to their level and nature of support
 - Collaborate with the Experience Cambodian Living Arts marketing and sales team, to engage audiences at our regular performances and workshops in Cambodia with CLA's mission and coordinate suitable follow up to convert them into CLA supporters
 - Produce marketing and communications for specific fundraising campaigns
 - Produce and distribute digital marketing for CLA programs and events happening overseas

Marketing materials

- Produce event marketing materials for specific programs e.g. cultural tours, overseas talks and performances, special events
- Produce institutional marketing materials e.g. annual report

Institutional marketing

- Keep the CLA website up to date
- Coordinate with other parts of the Living Arts International organization, including Experience CLA and Mekong Cultural Hub to ensure consistency in branding
- Contribute to content development and planning for social media
- Take the lead on international press relations
- Work with program staff/ senior leadership team on speeches, talks and articles

General

- Deal with enquiries coming into CLA via channels such as info@ email address, or social media messaging
- Support and guide marketing and communications colleagues in other departments of CLA
- Participate in regular CLA meetings and annual staff retreat
- Follow CLA policies regarding budget management, HR etc
- Represent CLA to external stakeholders as required

PART E: Required skills and experience

- Excellent written and spoken English
- Excellent writing skills
- Progressive experience in a marketing or communications role
- Experience with InDesign, Photoshop and Illustrator
- Experience with WordPress
- Organised and efficient, good attention to detail, able to plan, prioritise, and meet deadlines
- Comfortable working with international partners and supporters
- Fluency in Khmer preferred
- Interest in the arts is an advantage

PART F: Salary and benefits

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| Starting salary: | \$1,200 - \$1,700/ month NET |
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| Salary review: | Annually |
| Probation period: | 3 months |
| Leave entitlement: | 18 days |

Closing date:

February 9th 2019.

Please note that interviews will be conducted on a rolling basis.

To apply please send:

- A one page cover letter explaining why you want this job and why you are a good candidate
- Your resume, including 2 references
- 2 writing samples

to frances@cambodianlivingarts.org.

Only short listed candidates will be contacted for an interview.