

JOB DESCRIPTION: Cambodian Living Arts Marketing & Fundraising Coordinator

PART A: General Information

Position title:	Marketing & Fundraising Coordinator
Place:	Phnom Penh
Responsible to:	Managing Director
Assisted by:	Communications & Design Coordinator
Contract type:	Fixed duration contract (2 years, with option to extend)

PART B: About Cambodian Living Arts

Cambodian Living Arts

www.cambodianlivingarts.org

- We were founded in 1998 by genocide survivor and musician Arn CHORN-POND. For a decade, we focused on endangered performing art forms and rituals. As 90% of Cambodia's artists did not survive the Khmer Rouge regime, Cambodian's artistic heritage was in danger of being lost forever.
- Over the last 20 years, both Cambodia and the arts scene have developed rapidly and we have involved our work to match. we have focused on the helping talented people to build and development careers in the arts, through scholarships, fellowships, and support to troupes and individuals.
- Looking forwards, we aim to promote creativity and innovation in the arts sector, and to build links with our neighbors in the Greater Mekong region and further afield in Asia. We are also working to get more arts and culture education into Cambodian public schools, and to increase performance opportunities for Cambodian artists.

Cambodian Living Arts is part of Living Arts International, which is an international NGO that believes arts are at the heart of a vital society. CLA has a sister organization, Mekong Cultural Hub, www.mekongculturalhub.org

PART C: Position overview

The Marketing & Fundraising Coordinator works as part of the Institutional Advancement Team, supported by the Managing Director and working closely with the Heads of Programs and their teams. The purpose of the Institutional Advancement Team's work is to engage people with CLA, and to transform that engagement into participation in events and activities, plus practical and financial support for our work.

The Marketing & Fundraising Coordinator takes the lead on institutional marketing and communications for CLA to our international audiences, with a particular focus on growing

diverse subscribers to our online communication channels and driving conversions to the monthly giving program. The Marketing & Communications Coordinator also works closely with the Executive Director and the Board to take care of personalized communication with individual major donors who support CLA. In collaboration with other colleagues on the IA and program teams, the Marketing & Communications Coordinator will jointly produce marketing and fundraising events for CLA, both physically in Cambodia and online for our audiences and supporters internationally.

PART D: Responsibilities/ Deliverables

eMarketing & Communications to CLA supporters

- Produce CLA's bi-monthly Living Arts e-newsletter, which typically includes 2-3 features and a video or photo-essay (in English)
- Prepare 1-2 blog posts in English every month, these blogs can be long-form articles about CLA's work, interviews with artists or CLA leadership team, photo essays or other creative pieces; these posts are used in the newsletter and for social media
- Coordinate regular personalized or semi-personalized e-communications to CLA donors from lead CLA staff, including Executive Director, Founder and others; this includes maintaining lists, drafting bespoke emails, handling mail merge
- Actively promote CLA's monthly giving program and grow the number of people supporting CLA financially on a regular basis

Events

- Work with colleagues on IA team and program teams to develop concepts and program content for regular marketing and fundraising events, which will help to engage our audiences and supporters with our core work; we aim to have 1-2 physical events in Cambodia per year, and 2 virtual events for international audiences per year
- For physical events in Cambodia, take the lead on producing any event materials needed in English e.g. invitations, presentation, speeches, press release
- Support colleagues with developing guest lists, managing registrations, hosting, and follow up
- For virtual events coordinate the outreach strategy e.g. via the Living Arts eNews, or through invitations, and manage registrations and event hosting
- Take an active role in producing and hosting virtual events
- Identify 2-3 opportunities per year where we can engage international supporters with programs and events in Cambodia, and promote these through online marketing and direct outreach to our existing supporters (e.g. online screenings of performances at the Cultural Season)

Major donor support

- Support the Executive Director with personalized communication (e.g. calls, emails)

or face to face meetings) with CLA's top 10-20 major donors; each donor should hear from CLA every 2-3 months

- Support Board members who are involved in working directly on cultivation and stewardship of donors (approximately 2-3 people)
- Coordinate individual giving from Board members
- Support colleagues by checking English language on acknowledgement letters and tax receipts that are being issued to donors

Website & Social Media

- Take the lead on CLA's Twitter, LinkedIn and Instagram platforms, creating and sharing regular content and interacting with followers in order to raise awareness of CLA
- Work with Communications Coordinator to ensure the website is up to date, paying particular attention to English language pages
- Assist with proofreading and editing content in English language for social media and the website
- Join a weekly meeting with other colleagues involved in CLA's social media
- Work with colleagues when audiovisual content is needed for social media or events from time to time

General

- Support other colleagues / management at CLA with work related to marketing and fundraising
- Manage project budgets for events or activities under your leadership
- Assist with proofreading and editing content in English language as needed
- Participate in regular CLA meetings and contribute to CLA's strategic development
- Follow CLA processes and procedures

PART E: Required skills and experience

Essential

- At least five years' experience in a relevant role e.g. marketing or fundraising
- Excellent writing skills, with ability to create engaging content for diverse audiences
- Able to handle data and manage lists
- Excellent time management skills and organization
- Some experience of event production and hosting
- Personable and flexible, with excellent communication skills
- Fluent English

Desirable

- Comfortable communicating in Khmer

PART F: Salary and benefits

Starting salary:	\$1,000-\$1,800 NET per month
Probation period:	3 months

Contract term:	April 2022 – March 2024 (with option to extend)
Leave entitlement:	18 days personal leave per annum
Other benefits:	NSSF, Pension Contribution

PART G: How to apply

To apply please send a one-page cover letter explaining why you want this job and why you are a good candidate, plus your resume, including 2 references, to info@cambodianlivingarts.org.

Applications will be reviewed as they are received and the position will remain open to applications until a candidate is selected.