

THE ACTORY

JOB DESCRIPTION – Marketing And Event Coordinator

Department: Arts

Which manages Marketing/PR strategy, activities and corporate event sale and organizing in liaison with the Arts Department of The Factory

Reporting to:

Artistic Director, Founder

Organizational duties

- Liaise with other relevant staffs at The Factory in a professional, timely and pro-active manner in the collaborative realization of all required Art Centre and corporate event activities on site
- Liaise with legal department on necessary approval and guidelines for all program activities
- Attend as many art and public program activities of The Factory as possible
- Initiate unique promotional campaigns that respond to the topics of exhibition and public programs, considering opportunities for cross-promotional marketing strategies with local/foreign organization or individuals
- Understand the local arts and cultural scene in terms of producers and facilitators, making sure to inform the Arts Department of any potential connections or issues that may be of benefit, or of impact, on The Factory and its mission

Responsibilities regarding Marketing/PR planning and execution:

- Initiate, provide and implement sponsorship strategies to assist the development of Exhibition and Public Programs of the Art Centre, in liaison with Art Department and Founder
- Initiate, provide and implement Marketing/PR plan for exhibitions and public programs of the Art Centre, working directly with Artistic Director and Curatorial Assistants on:
 - Collation all program content from relevant staffs and clients
 - Plan, create and post daily on social media channels of The Factory (Facebook, Instagram and Youtube)
 - Maintaining contacts with local and international media publications in the promotion of all exhibitions and public programs
 - Working directly with photographer during opening nights to ensure enough required imagery is obtained and distributed to related media
 - Arranging media inquiries and liaise with suitable team contacts for interviews
- Work with design team to prepare PR/Marketing POSM for exhibitions and public programs;
- Administrate CRM and compose monthly email newsletter promotion for exhibitions and public programs;
- Administrate website and update website content; liaise with website coder to resolve website errors;

- Administrate TripAdvisor accounts and respond to reviews if needed; frequently upload new imagery and information changes (if any);
- Assist in generation of exhibition and public program promotional text and its translation when needed;
- Attend weekly team meetings to update task and project process;
- Organize workshop program, in liaison with Art Department team, that focuses on the teaching of general technical skills of art-making, sourcing talent from local community
- Administrate The Factory's general e-mailbox and distribute inquiries to relevant staff at The Factory / clients
- Attend local events/functions within the arts sector of Vietnam as representative of The Factory, to better network The Factory's mission towards hopeful future strategic partnerships / sponsorship of its overall programs
- Document (via photography, video, live stream), in liaison with hired skill where appropriate, the activities of The Factory for media distribution and organizational event archive

Responsibilities regarding Corporate event organizing:

- Initiate, coordinate and manage opportunities to rent The Factory's spaces as an event venue for third parties, ensuring to firstly liaise with Art team for suitable event scheduling (understanding that the Arts Centre schedule of program has first priority)
Tasks include:
 - Meet, Assist and guide customers in site-check of premises
 - Liaise with legal department on suitable event contracts for/with third parties The Factory's venue, including arrangement of necessary staffing, during event occurrence
 - Attend as coordinator, each event, as main contact during event time
 - Liaise with Legal team on any issue regarding corporate events (eg. use of transportation with local authority, event time or music level concerns with the local district police etc...)
- Administer and coordinate inquiries and requests regarding rental of containers, taking responsibility for liaising with tenants on all facilities request

NB. 5% commission will be given on total funds raised via sponsorship and event hires