

# THE FACTORY

The Factory Contemporary Arts Centre is Vietnam's first purpose-built space for contemporary art. It is also the only centre of its kind in the country with a curatorial department who possess local and international experience and expertise in a) management of an arts organization, and b) knowledge of contemporary art in Vietnam and abroad. This passionate team seeks staff who are eager to learn, who are as equally wanting to provide better access to our community concerning the wonder of art and culture today. Work with us and you will surely work hard, but you will also receive tremendous job satisfaction in seeing how many people smile with the art on display – art that you will have direct access to, including the artist!

## **JOB DESCRIPTION - MARKETING AND CORPORATE EVENTS COORDINATOR**

Department: Arts Centre

Which manages: The Factory's Marketing and Communication activities, corporate event venue rentals, event organizing; and management of 'Agent of Arts' team

*Reporting to: Founder; and Artistic Director*

### **Criteria of applicant:**

Fluent in English and Vietnamese

Fluent in web-based programs and Microsoft packages

With local press network (at least Saigon)

Interest in art and culture

Management experience

At least 2 years in similar positions

## **ESSENTIAL TASKS**

### **Marketing/PR:**

- Planning promotion strategies for Art Centre activities (including exhibitions and public programs), to local and international visiting audiences, taking care to learn of broader programming initiatives, being the spokesperson for these activities to global media personnel
- Website administration and maintenance, working directly with coder, in close liaison with Arts Centre team, to adjust and develop website according to Arts Centre demands (preferred skill but not essential - candidate will be trained once joining on board)
- Managing and maintaining CRM Database
- Administration of, and devising content for, The Factory's schedule for online and social media channels (Currently there is monthly newsletter; dedicated email announcements; Facebook, Instagram, Youtube, TripAdvisor)
- Working with designers to produce promotional materials, supervising quality, content and design
- During opening night of Exhibitions, working directly with audiovisual teams (photographers and videographers) to produce images and videos; working with Press to connect artists for interviews
- Producing exhibition and public program surveys to collect audience feedback
- Administering The Factory's general email box ([info@factoryartscentre.com](mailto:info@factoryartscentre.com))
- Key facilitator of press inquiries and coordinating interview schedules for Art Centre activities (for both artists and Factory's representative)
- Reporting per exhibition and annually (exhibitions, public programs and general report)
- Participating in events/public programs at The Factory (where possible) and supporting with photography taking (when Facilities Aoa is too busy) and supervising
- Coordinating educational tours and arranging time-schedules of curators/representative from The Factory
- Archiving exhibition and public programs news materials
- Browsing exhibitions and public programs' promotional content and adjust to fit audience and media insights

-Assisting Arts Centre staff in the securing of necessary sponsorship packages to deliver Arts Centre programs

**General tasks:**

- Manager of 'Agents of Art' and 'Volunteer of Art' to ensure reception service quality and working quality (interviewing new members, reception service training and weekly meetings to update task lists)
- Sourcing workshops for The Factory (artist sourcing, guidance and contracts)
- Sourcing public events for The Factory (eg: Art Market)

**DESIRED (BUT NOT ESSENTIAL) TASKS**

**Corporate Events\*:**

- Providing quotations and coordinating with venue rental guests, in close liaison with Arts Centre staff to ensure schedule is possible (if Arts Centre space desired, Arts Centre programs are of priority)
- Supervising corporate events at The Factory, being on-site during implementation, arranging reasonable human resource to ensure supervising quality during events
- Conducting venue rental contracts (with Legal team)
- Ensuring all departments on the property of The Factory are well informed when corporate events taking place
- Working with legal team to ensure corporate events' legality
- Coordinating container rental requests

\*5% commission offered on all secured corporate events

**APPLICATION PROCEDURE:**

**Please email your CVs to:** nhansu.thuydesignhouse@gmail.com (Ms.An)

**Email subject:** [Marketing & Event Coordinator] APPLICATION

We look forward to having you as part of The Factory team!