

Company Overview

Frontier Danceland is a non-profit, professional contemporary dance repertory company established in 1991 by co-founders Mr. Tan Chong Poh and Cultural Medallion recipient Ms. Low Mei Yoke, who currently also serves as Artistic Director. The company is committed to raising the level of contemporary dance in Singapore through the creation and presentation of unique, bold and thought-provoking dance works that are not limited to a singular style or form. In addition to art-making, the company is dedicated to dance education and outreach, with the aim of bringing contemporary dance to a wider audience.

Frontier Danceland has worked with both local and international dance-makers including Noa Zuk, Ohad Fishof and Shahar Binyamini (Israel), Richard Chappell and Deborah Nightingale (United Kingdom), Stephanie Lake and Luke Smiles (Australia), Edouard Hue and Thomas Lebrun (France), Sita Ostheimer (Germany), Sascia Pellegrini (Italy), Matej Kejzar (Belgium/Slovenia), Liu Yen-Cheng and Tung I-Fen (Taiwan), and Victor Ma Choi-Wo (Hong Kong).

Throughout the years, Frontier Danceland has represented Singapore internationally, including three sold-out shows at Batsheva Dance Company in Tel Aviv (Israel), Kuandu Arts Festival (Taiwan), 25th Quinzena De Dança De Almada – International Dance Festival (Portugal), Festival Tour d'Horizons (France) and Dance in the City (Belgium/Germany).

Job Description

Frontier Danceland is looking for a self-motivated, dynamic and creative Marketing, Communications and Outreach Executive to join the team based in Singapore, working towards the goal of producing high-quality contemporary dance, increasing awareness of the art form locally, and spreading the company's reach regionally and internationally.

The successful candidate is a team player who has experience with content creation and is comfortable working with various external and internal stakeholders across multiple teams.

The ideal candidate will thrive in this role in a lean and hands-on environment and be passionate about the performing arts.

Key Responsibilities

This position plays a part of a small team and works closely alongside the Artistic Director and Company Manager to support a smooth and successful running of various performance programmes and daily operations.

The Marketing, Communications and Outreach Executive is responsible for:

- Managing and coordinating marketing and publicity efforts in line with the company's branding
- Developing and executing effective marketing strategies to promote the company, performance productions and other events
- Creating traditional, digital and marketing assets, including production and event collaterals, copywriting and proofreading of collaterals
- Analysing effectiveness of marketing strategies and provide regular stakeholder consumption reports
- Supporting all areas related to marketing and communications and engagement with a wide range of stakeholders

Job Requirements

- Diploma / BSc /BA in Visual Communications, Design, Journalism, Marketing or similar fields
- Experienced in content creation and social media (for instance LinkedIn, Facebook, Twitter)
- Excellent written, spoken communication and presentation skills
- Strong creative awareness and visual sense
- Keen eye for detail, highly proactive and able to work under pressure
- Responsible, committed team player with good interpersonal skills and empathetic work practices
- Proven internship experience in marketing and communications or similar role
- Proven internship experience in coordinating and managing effective campaigns through various channels
- Experience working with a charity or arts organization is not mandatory
- Knowledge of digital marketing will be an advantage
- Good communication abilities (written and spoken) in Mandarin will be an advantage
- Singaporeans or Permanent Residents may apply

Closing date for applications: 31 July 2021, 23:59 (SGT)

Please send your application with any portfolio link(s) to info@frontierdanceland.com, with subject "Frontier Danceland - Application for Marketing, Communications and Outreach Executive".

Only shortlisted applicants will be notified via email.