



JOB DESCRIPTION: Marketing Manager for *Bambu Stage*

General Information

Position Title	Marketing Manager
Location	Siem Reap (preferable)
Salary Range	USD 1,200 – 1,600 (net monthly)
Conditions	Full time position, 6 days a week, based in Siem Reap (preferable) 18 days of public holidays + 12 days of annual leave per year (exact details of above to be agreed during the selection process)

Context

Bambu Stage is a performance venue based in Siem Reap, offering creative daily shows about Cambodian culture. In 2019, *Bambu Stage* is evolving into a cultural destination and will be welcoming new performances and services. To do so, *Bambu Stage* is partnering with *Experience Cambodian Living Arts* for content production, sales and marketing.

The Marketing Manager will be working on the launch and development of this new cultural space and his/her main objective will be to increase the number of visitors to the venue, and the number of tickets sold.

He/she will be reporting to *Bambu Stage*, and will work with partners when necessary, especially *Experience Cambodian Living Arts*.

Main duties & responsibilities

Marketing planning

- Work with Directors at *Bambu Stage* and *Experience Cambodian Living Arts* to understand the marketing strategy and objectives for developing audiences at *Bambu Stage*
- Draft an annual marketing plan for approval by *Experience Cambodian Living Arts* and *Bambu Stage*

Coordination

- Implement annual marketing plan, with supervision and support from *Bambu Stage*
- On an ongoing basis, prioritize tasks, and ensure support for overall business objectives of *Bambu Stage*, including on-site partners
- Oversee production of marketing materials and ensure brand consistency across all marketing materials
- Delegate tasks to part-time marketing support staff/external agencies (e.g. flyer distribution)
- Coordinate the marketing budget

Online marketing & ecommerce



- Create an active online presence of *Bambu Stage* as a must-experience cultural hub in Siem Reap
- Manage the potential migration to a new ticket sales platform
- Develop and enhance the *Bambu Stage* website, including online ticket sales
- Gather data from sales to better understand visitor profile and adapt approach accordingly
- Identify and implement third-party platforms for promotion and ticket sales (e.g. TripAdvisor)
- Manage social networks
- Coordinate mass email communications

Offline marketing

- Implement and suggest new marketing projects (e.g. premiums, new advertising locations, etc.)
- Create and maintain documentation and best practices, track metrics
- Provide regular reports on deliverables and achievements of marketing objectives, using reporting templates provided
- Support and collaborate with Sales
- Interact with guests on site, 1-2 times per week
- Work with Sales to design and coordinate 4-6 events per year for key partners and loyalty members

Other

- Identify conflicts, risks or opportunities and work to resolve these end-to-end
- Regular meetings with direct supervisor, *Bambu Stage* and *Experience Cambodian Living Arts*

Requirements

- At least 2 years of project management experience or marketing position in a relevant industry
- Experience in managing complex projects, process improvement and overcoming challenges
- Excellent communication skills in English (verbal, written and visual) (ability to speak Khmer is a plus)
- Ability to work independently, show initiative, find solutions and escalate issues when needed
- Strong planning, organizing, coordinating, negotiating and prioritizing skills
- Ability to maintain highly confidential and sensitive information
- Curiosity, readiness to be hands-on and to operate outside of own comfort zone
- Interest in arts and culture essential
- Some experience in photography, videography and light editing is a plus



Application instructions

To apply, please send a resume with a cover letter explaining your interest and suitability for the position, please state why you feel you would like to apply for this position. Please send by email to: jon@bambustage.com with a copy to malar@bambustage.com, we will reply and arrange a time for an interview in Phnom Penh or Siem Reap should your application be selected accordingly.

Please send your application by the 15th May 2019 to ensure consideration for this position.

About Bambu Stage

Bambu Stage is a platform for performing arts in Cambodia—a performance venue with daily shows, a workshop space for Cambodian puppeteers, and a gathering space for artists and art lovers. We operate as a social enterprise and collaborate closely with NGOs, other social enterprises, and ethical businesses in the community.

We have two priorities. First: to change perceptions about the history, culture, and issues that affect Cambodia. When we're more informed, we become better travelers.

Second: to nurture local talent in professional, technical, and artistic collaboration.

Ultimately, our goal is to contribute to a sustainable arts sector in Cambodia. More on our work and current shows on bambustage.com

About Experience Cambodian Living Arts

Experience Cambodian Living Arts (ECLA) is a branch of the NGO *Cambodian Living Arts (CLA)*. ECLA creates sustainable and fairly paid jobs for artists and technicians, and give audiences an opportunity to experience quality, authentic Cambodian performing arts. They also contribute to financially support CLA's other programs.

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. CLA's mission is to be a catalyst in a vibrant arts sector, inspiring new generations.

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

More on our work and current productions on experience.cambodianlivingarts.org