

Full

JOB DESCRIPTION – MARKETING & AUDIENCE DEVELOPMENT MANAGER

Overview:

We are seeking a strategic-minded and highly organised Marketing & Audience Development Manager to grow attendance and long-term audience relationships across Rondo's programmes. Reporting directly to the CEO, this role owns the full campaign journey from audience strategy and content planning to conversion, retention, and reporting. The Manager will turn Rondo's artistic and educational work into measurable audience growth by combining strong storytelling with disciplined sales and performance marketing.

Type : Part-Time

Arrangement : Hybrid (Remote + In-Person, to be discussed)

Responsibilities:

- Develop and lead integrated campaign strategies for concerts, festivals, education programmes and more
- Set clear ticket sales, lead-generation, and audience-growth targets for every campaign
- Lead with clear priorities, timelines, and accountability
- Identify target audiences, build audience journeys, and strengthen repeat engagement
- Plan content calendars and manage creative partners
- Track conversion from awareness to registration, report performance, and continuously improve campaign effectiveness

Qualifications:

- Degree in Marketing, Communications, Business, Arts Management, or a related field.
- At least 1 year of relevant experience in marketing, audience development, growth, communications, or sales.
- Excellent written and verbal communication skills in English; Mandarin and Bahasa Malaysia are an advantage.
- Experience in classical music, performing arts or education organisations is strongly preferred.
- Demonstrated ability to plan campaigns and deliver measurable revenue outcomes.
- Data-driven, independent, detail-oriented, and accountable for results.
- Flexibility to work occasional evenings or weekends during performances, launches, and peak campaign periods.

Application Process:

Interested candidates should submit a **resume and cover letter** detailing their relevant experience, measurable outcomes, and expected salary to admin@rondoproduction.my **before 14 August 2026**, with the subject line – “[Your Name] - Marketing & Audience Development Manager Application”