

Marine Road

Dún Laoghaire

Co. Dublin

T. (01) 231 2929

[www.paviliontheatre.ie](http://www.paviliontheatre.ie)

Pavilion Theatre, the Municipal Theatre for Dún Laoghaire-Rathdown, is now seeking applicants for the following position:

**Part Time Digital Marketing Assistant**

**The job in a nutshell:**

We are looking for a driven digital marketer to lead Pavilion Theatre’s digital communications and contribute to the development and execution of the overall marketing activities.

**Main Duties and Responsibilities:**

1. Social Media
* Generating content, managing and creating conversations and stories on our social media platforms (Facebook, Twitter, Instagram) with the Pavilion brand and personality to the fore
* Set up and run social media advertising campaigns, using analytics tools to track and gauge performance, conversion and optimization
1. SEO
* Maintain SEO for Pavilion’s website and events
1. Google Adwords
* Manage and optimise all ad campaigns
1. Website
* Maintain website content and monitor website performance to provide a creative and engaging interface with our audiences
* Generate regular blog content
1. Email Marketing
* Create and develop email marketing campaigns for regular communication with audiences

**The skills we’re looking for:**

**Must Have:**

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| * Third level Degree in Marketing, Digital Marketing, or related field
* Strong expertise in digital marketing
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| * Proactive approach to tasks and confidence in expressing new ideas
* The ability to work as part of a team
* Passion for generating content for social media
* Creative thinker and a good visual sense
* Excellent copywriting and communication skills
* Organisational skills and attention to detail
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**Nice to Have:**

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| * Design and/or video editing skills desirable
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| * Experience of working in the arts industry
* A portfolio of successful digital campaigns and social media projects is advantageous
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**Terms & Conditions**

Contract: Part time

Working hours: 20 hrs per week

Salary: Starting salary will be competitive with other similar venues and commensurate with experience

Applications including detailed CV to Lisa Mc Mahon

lisa@paviliontheatre.ie

Closing date for applications is Fri 29th July

Interviews are scheduled to take place on Wed 3rd August

Start date: Mid/Late August 2016

Pavilion Theatre is an Equal Opportunities Employer



