

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

### **Digital Marketing Executive**

#### **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.

#### **Key Responsibilities:**

##### Marketing Campaigns

- Contribute to the delivery of effective marketing campaigns to generate ticket sales and audience engagement
- Develop and implement dynamic digital marketing strategies to increase public awareness and promote engagement with Pavilion Theatre

##### Social Media

- Manage the social media presence of Pavilion Theatre, including creating engaging content and conversations across our social media platforms (Facebook, Twitter, Instagram), bringing 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

##### Google Ads

- Set up, manage and optimise all ad campaigns
- Maintain SEO for Pavilion's website and events
- Analyse and translate data to increase reach and engagement with Pavilion Theatre and to inform future marketing activities

##### Website Management

- Maintain website to ensure content is of a consistently high quality
- Monitor website performance to provide a creative and engaging interface for our audiences

##### Content Generation

- Create and edit engaging graphic and video content (e.g., posters, trailers) in line with Pavilion's brand to ensure accurate representation
- Generate social media assets and regular blog content
- Copywriting of branded and promotional materials for print and online

### E-communications Management

- Create and develop email marketing campaigns for regular communication with audiences and report on campaign performance
- Monitor all messages, queries and audience interactions across our social media platforms, liaising with other departments where necessary and responding in a timely manner

### Other Duties

- Offer digital marketing expertise where necessary to support projects in areas such as Operations, Technical and Box Office
- Administration and project support to the marketing department
- Build relationships with production companies
- Source suppliers when required, in line with Procurement Policy
- Maintain office databases and distribution lists
- Coordinate photocall opportunities

### Person Specification:

The successful candidate will be a dynamic, hardworking and enthusiastic individual with a passion for digital marketing and a flair for communications/marketing.

### Essential:

- Third-level qualification
- Experience of planning, executing and supporting marketing/communications campaigns
- Strong expertise in digital marketing and social media
- Passion for social media and generating content
- Excellent technical competencies across digital platforms
- Fluency working with analytics and data to assess performance
- Working knowledge of Adobe Creative Cloud applications (Premier Pro, Photoshop)
- Design and video editing skills
- Excellent standard of written and spoken English

### Desirable:

- Experience of using website and/or e-communications content management systems
- Knowledge and understanding of basic HTML
- Competency in the areas of photography, videography and sound recording
- Experience of working in the arts industry
- A portfolio of successful digital campaigns and social media projects is advantageous

### Attitudes, Skills and Abilities:

- Strong interpersonal and communication skills
- Flexibility to work equally well on own initiative as well as collaborating as part of a close-knit team
- Effective time management and ability to prioritise own workload
- Keen attention to detail, ensuring the final quality of content
- Proactive approach and enthusiasm for developing and sharing creative ideas
- Commitment to achieving high-quality outcomes and a determination for results
- Desire to learn and master different skills and areas of work

## Terms & Conditions of Employment

Contract: Full time

Working hours: Approx. 35 hrs per week

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

## Application Procedure

Applications including a detailed CV and cover letter should be submitted by e-mail only to Hugh Murray at:

[hugh@paviliontheatre.ie](mailto:hugh@paviliontheatre.ie)

Closing date for applications: 5pm, Wed 20 Jan, 2021

Interviews will be held at Pavilion Theatre during the week of 25 Jan 2021.

Should Covid-19 restrictions prohibit face to face meetings, alternative arrangements will be made which may include remote (Zoom) interviews.

Expected starting date: Feb/Mar 2021

No correspondence can be entered into during the process of application or selection.

Pavilion Theatre is an Equal Opportunities Employer

