

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

Marketing Manager (Short Term Contract)

The job in a nutshell:

We are looking for a driven marketer to lead Pavilion Theatre's marketing and digital communications and oversee the execution of the overall marketing activities, initially on a short-term basis.

Applications are welcome from freelance candidates interested in a contract for services, hourly/daily rate negotiable.

Key Responsibilities:

Marketing Campaigns

- Devise and deliver effective marketing campaigns to generate sales and audience engagement.
- Preparation and delivery of print materials, creative promotions, digital assets, advertising and audience outreach.
- Preparation for Pavilion Theatre's Autumn/Winter 2021 programme of events:
 - Prepare all events for on sale and announcement.
 - Liaise with in-coming companies to gather marketing materials, digital assets and implement marketing activities.

Digital Marketing

- Manage Pavilion Theatre's social media platforms, creating engaging content and optimizing advertising campaigns for awareness, engagement and conversion.
- Create and optimise Google Adwords and email marketing campaigns.
- Maintain website content and monitor performance to provide a creative, engaging and effective interface for our audiences.
- Offer digital marketing expertise where necessary to support projects in areas such as Operations, Technical and Box Office.

Content Generation

- Create and edit engaging graphic and video content for upcoming events.
- Generate social media assets and regular blog content.
- Copywriting of branded and promotional materials for print and online.

Person Specification:

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

Essential:

- Experience of planning, executing and supporting marketing/communications campaigns.
- Strong expertise and a passion for digital marketing, 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)

- Excellent standard of written and spoken English.

Desirable:

- Third-level qualification
- Experience of using website and/or e-communications content management systems.
- Knowledge and understanding of basic HTML.
- Design and video editing skills
- Experience with Ticketsolve or other ticketing systems
- 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: 3-month contract
- Working hours: Approx. 35 hrs per week
- Salary: Salary will be competitive with other similar venues and commensurate with experience
- The successful candidate can work remotely, part time or fully, subject to Government guidelines.
- This role has the opportunity to develop into a full-time position.

This job description reflects the core duties and responsibilities of the post when advertised. As the theatre develops, there will inevitably be some changes to duties and responsibilities. We expect the successful applicant will recognise this and will adopt a flexible approach to work.

Application Procedure

Applications including a brief CV and cover letter should be submitted by e-mail only to Hugh Murray at: hugh@paviliontheatre.ie

Closing date for applications: 5pm, Friday 9th July 2021

Interviews will be held on Monday July 12th

Expected starting date: Week of July 19th

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

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

Pavilion Theatre is an Equal Opportunities Employer