

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

### **Marketing and Communications Manager**

#### **The job in a nutshell:**

We are looking for a driven marketer to lead Pavilion Theatre's marketing and communications and contribute to the development and execution of the overall marketing campaigns. This is an exciting, high-level opportunity to join the small and dedicated team in the picturesque seaside town of Dún Laoghaire. The Marketing & Communications Manager is the guardian of the venues' public-facing presence, with the core role of growing visitor numbers and maximising visitor engagement to enable the venue to hit its box office income targets for the year.

#### **Key Responsibilities**

Reporting to the Director, the Marketing & Communications Manager is a senior management position and will be responsible for:

##### Marketing Campaigns

- Devise and deliver effective marketing campaigns, both offline and online to generate sales and increase audience engagement
- Develop and implement dynamic digital marketing strategies to grow public awareness and promote engagement with Pavilion Theatre
- Preparation for Pavilion Theatre's seasonal 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

##### Social Media

- Manage Pavilion Theatre's social media platforms, creating engaging content and optimizing advertising campaigns for awareness, engagement and conversion
- Set up and run ad campaigns, using analytics tools to track and gauge performance, conversion and optimization

##### Website Management

- Maintain Pavilion Theatre's website to ensure content is relevant, accurate, up-to-date and of a consistently high quality
- Monitor performance to provide a creative, engaging, and effective interface for our audiences
- Ensure SEO best practice is adhered to.

##### Google Ads & Analytics

- Management of Google AdWords and Analytics accounts to create and optimise campaigns - developing strategies and reports to increase reach and engagement with Pavilion Theatre's online platforms
- Analyse and translate data to increase reach and engagement with Pavilion Theatre and to inform future marketing activities

### 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
- Preparation and delivery of print materials, creative promotions, digital assets and advertising campaigns

### Sales

- Manage and maximise audience information using the Box Office system Ticketsolve to optimise marketing and weekly sales activity.
- Work alongside the Box Office to on up selling and cross selling.

### Communications

- Design and circulation of weekly and monthly email marketing campaigns, reporting on campaign performance
- Maintain and improve automated communications with audiences through Mailchimp and Ticketsolve
- Monitor all messages, queries and audience interactions across our social media platforms, liaising with other departments where necessary and responding in a timely manner
- Build on established relationships with core audience groups and continue outreach to groups, schools, local and national audiences

### Other Duties

- Offer digital marketing expertise where necessary to support projects in areas such as Operations, Technical and Box Office
- Line management to marketing staff member from 2022 and oversee show priorities with external PR company.
- Administration and project management for the marketing department
- Build relationships with production companies
- Maintain office databases and distribution lists
- Coordinate photocall opportunities, attend events as required and co-ordinate the logistics of in-house and outdoor advertising

### **Person Specification:**

The successful candidate will be a dynamic, calm, hardworking and enthusiastic individual with a passion for marketing, an awareness of the arts and a flair for digital/communications/marketing.

### **Essential:**

- Experience of planning, executing, and supporting marketing/communications campaigns
- A clear communicator and an assured writer with excellent attention to detail.
- Strong expertise in digital marketing and social media
- Passion for social media and generating content
- Excellent technical competencies across digital platforms
- Experience of using website and/or e-communications content management systems.
- 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
- Design and video editing skills
- Competency in the areas of photograph and videography.
- 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: Wednesday 15<sup>th</sup> September 2021

Interviews will be held on: Friday 17<sup>th</sup> and Monday 20<sup>th</sup> September 2021

Expected starting date: Wednesday 20<sup>th</sup> October 2021

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

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

Pavilion Theatre is an Equal Opportunities Employer