

Post:	Marketing Assistant
Contract:	Full time temporary May – Oct 29 2021
Hours:	Usually office hours 40 hours Monday – Friday, including lunch, with regular evening and weekend work during the Festival
Remuneration:	€28,000 per annum pro rata
Reporting to:	Marketing and Development Manager
Location:	Festival House, 12 Essex Street East, Temple Bar, Dublin 2, DO2 EH42

Purpose and Scope of the Post

Dublin Theatre Festival seeks a Marketing Assistant to support the wider marketing function and to help achieve the organisation's goals and objectives. The Marketing Assistant will report directly to the Marketing and Development Manager and will work closely with other departments of the festival team including development, programming, box office and volunteers as well as with theatre-makers, designers, suppliers, and venue partners. **The main areas of responsibility are digital marketing, including live streaming and online events, developing marketing collateral, direct mail, distribution, and market research.** The ideal candidate will have a passion for the arts, and have strong digital and copywriting skills with excellent attention to detail.

Duties and Responsibilities

- Liaise with festival artists and companies to gather marketing content
- Assist with production of marketing materials (proofreading, working with printers, etc.)
- Content creation and coordinating the Festival's online and social media platforms, including Facebook, Twitter, Instagram, YouTube, Zoom and Restream
- Copywriting and drafting festival communications and content
- Generate, upload and update content on the Festival's website
- Assist with the development and execution of the Festival's e-communications
- Assist with delivery of advertising and promotional campaigns across radio, print and digital
- Coordinate distribution of marketing materials (city-wide, to festival venues, etc)
- Assist at festival events as needed
- Design and oversee an audience feedback and research project during festival dates

General

- Provide administrative support to the Marketing and Development Manager
- Work as part of the festival team
- Any other duties that may be specified by and agreed with the festival's Marketing and Development Manager

Person Specification

- Minimum 2 years relevant work experience
- Highly organised with excellent attention to detail
- Excellent written and verbal communication skills
- Excellent computer skills with a good knowledge of Word, Excel and PowerPoint
- High level of engagement with social media platforms, an understanding of developing social media content and video editing
- Excellent interpersonal skills, with demonstrated ability to build trust-based relationships
- Proven ability to work effectively with others
- Experience in the use of e-communications systems and content management systems
- Knowledge of the performing arts, specifically theatre
- Knowledge of advertising platforms and experience working with agencies and advertising providers

Personal qualities

- Ability to work in a constantly busy work environment with a high level of time and stress management
- Fluent English
- Ability to manage several tasks and projects simultaneously
- Integrity, honesty, loyalty and a positive outlook
- Team player
- Flexibility regarding work schedule
- Resourcefulness

Type of Contract

Seasonal and temporary, May – October 29 2021

Remuneration

€28,000 per annum pro-rata

Hours of Work

The post is full-time working 40 hours per week. The Marketing Assistant may be required to work outside these hours, including evening and weekend work during the Festival. The Marketing Assistant will be required to work from home until a time that the festival can re-open safely in line with COVID-19 regulations.

Probation

A probation period of 6 weeks will apply from the start of contract.

Application Process

Applicants are invited to submit:

- A detailed Curriculum Vitae outlining relevant experience
- A letter of application indicating why you are interested in the role
- Contact details for two professional referees

Submissions

Applications will be accepted by email and should be submitted to recruitment@dublintheatrefestival.ie

Closing Date

The closing date for applications is 9am on Monday 26 April.

Interviews

Interviews will be held online on Friday 30 April. Applicants selected for interview will be expected to make themselves available on this date.

Confidentiality

The festival acknowledges applicants' need for privacy and will take all necessary steps to ensure all applications and interviews are handled confidentially.

Dublin Theatre Festival is an equal opportunity employer and welcomes applications from all sections of the community. Dublin Theatre Festival is funded by the Arts Council.