



## **Marketing Manager**

### **About The Ark**

The Ark creates original cultural programmes for children in a purpose built venue in the heart of Dublin. We seek to achieve the highest standards of arts practice for children aged 2-12 through performances, exhibitions and workshops with leading Irish and international artists. Our work evolves through partnerships, touring and research as well as professional development workshops for teachers and artists. The Ark aims to facilitate access to its work for all children.

### **Job Description**

#### **Purpose**

The job purpose of the Marketing Manager is to provide strong leadership and management across all marketing activities for the organisation, creating and executing a cohesive marketing and communications strategy. This position will involve working closely with the Communications Team at The Ark, as well as with external suppliers including The Ark's publicist, graphic designers, printers and website developers. Internally, the Communications Team includes the staff responsible for marketing and communications, box office/audience development and partnership & development.

#### **Reporting**

Reports to the General Manager

#### **Responsibilities**

- To strategically direct all internal and external [national & international] programmatic and institutional communications and execution of marketing activities.
- To create short, medium and long-term marketing and communications strategies.
- To create and execute innovative, effective and targeted tactical marketing campaigns for all programmes and events.
- To work with the Box Office & Audience Development Manager to implement/imbed The Ark's strategic Audience Development Plan within the activity of the Communications Team.
- To write and sign off copy for all marketing materials [flyers, posters, web, ezines, news etc]
- To create and execute innovative and engaging social media content across all relevant platforms, including Facebook, Twitter, Google+, Pinterest, YouTube, Instagram, including the use of plug-ins and competition apps to maximise effectiveness and to grow our online community.
- To plan, create and manage the budget for all on- and off-line advertising including Google Adwords, Google Display, other Display networks, Facebook Advertising, IPA, transport,

broadcast, as required. The Ark's Box Office Manager/Audience Development Coordinator currently also assists with the planning and implementation of online advertising.

- To direct the development of creative content and design work for various online and offline marketing platforms, ads, signage and materials.
- To constantly explore, recommend, use and optimise communication methods, channels and technologies to engage with various audiences [general public, schools, stakeholders, sectors]
- To develop and maintain branding and visual identity guidelines
- To manage and conduct all communications related administrative duties including budget.
- To seek media sponsorship and new promotional partnerships, liaising with the Partnership and Development Coordinator.
- To conduct appropriate market research.
- To develop and execute online strategies that include website development, social media and on-line content & resources
- To manage all distribution of information including, but not limited to ezines, mailings, distribution, news items, invitations and stakeholder communications.
- To plan, organise, execute and manage other events in the building including launches, opening events, stakeholder events etc
- To coordinate the Communications Team meetings and ensure actions are met on schedule in line with the communications strategy
- To support PR activities.
- To prepare communications reports and analysis for internal [staff & Board] and external distribution [funders and other relevant supporters]

## **Requirements:**

- Proven ability to implement successful marketing and communications strategies.
- Minimum of 5 years experience in a significant marketing role.
- Marketing qualifications or a proven track record in the area.
- Proven written, editorial, and verbal communication skills
- Excellent PC skills, with a high level of proficiency in MS Word, Excel, Powerpoint, and Outlook.
- Excellent on-line communications knowledge and experience across website content management, SEO, Email clients (Mailchimp or similar) social media and other relevant online systems and platforms.
- An understanding and working knowledge of the arts, education & culture sectors is preferable, but not essential.

## **Personal Attributes**

- Excellent writer
- Excellent people person
- Child centred
- Creative thinker and organised
- Proven budget management skills
- Ability to prioritise time and tasks efficiently and effectively

**Salary**

Salary commensurate with skills and experience.

**Contract**

The position is a two year full time contract, subject to a 6 month probationary period. Employees must also participate in an annual performance review.

**Benefits**

After six months The Ark provides employees access to the company pensions scheme with a 5% contribution of annual salary from the employer. Employees must contribute a further 3% to avail of employer contributions. Contributions are made through payroll.

**Holidays**

20 per annum pro rata [Jan –Dec] with an additional 5 company holidays allocated at the discretion of the company [Good Friday and Christmas]. Staff are also entitled to annual public holidays or equivalent time off in lieu if they are working on a programme.

**Working Hours**

Monday to Friday 9.30am to 5.30pm with occasional evening and weekend work required. Time off in lieu given as per company policy.