



ABOUT THE ARK

Founded in 1995, the Ark is a dedicated cultural centre for children born of a deeply-held belief in children's right to art and culture as equal citizens within our society. Our mission is to create opportunities for children to love and discover art as a fundamental part of their childhood, no matter what their background or gender. Based in our architecturally award-winning home in the heart of Dublin's Temple Bar, we commission, produce and present work for, by and about children, from the ages of two to twelve years old. On an annual basis, up to 30,000 attend programmes at The Ark, including professional development training for teachers and artists.

Through our work with leading Irish and international artists children can enjoy performances in our unique child-sized theatre, view engaging exhibitions or participate in creative workshops. We also curate specific professional development opportunities for teachers and artists. We work in partnership with others as artistic collaborators and regularly share our resources and knowledge with artists, educators and all those interested in child-centred arts practice. We also work with other like-minded organisations to advance children's rights to art and culture as part of their learning and development.

The Ark is primarily funded by The Arts Council and the Department of Education and Skills as well as Dublin City Council. In 2018, The Ark became a partner in two European Cultural Projects, *The Big Bang*, and *PUSH+*. In 2018 The Ark is also the recipient of awards from The Department of Children and Youth Affairs, The Department of Justice Integration Fund, The Community Foundation, UNESCO and Science Foundation Ireland. The Ark Access for Schools programme is funded through corporate support and The Ark Opportunities Fund is supported by individual donors.

The Ark Strategy: 2017-2020 identifies four clear areas of strategic priority for The Ark over the next four years, namely: excellence, engagement, sustainability and advocacy. (More details on the strategy, <https://ark.ie/about/the-arks-mission>).

THE ROLE

The Ark wishes to recruit a Marketing Manager to join its senior management team and provide strong leadership and management across all marketing and audience development activities for the organisation, creating and executing a cohesive marketing and communications strategy.

Reporting

Reports to the General Manager.

Key Relationships: Director, Creative Arts Manager, Development & Advocacy Manager and Visitor Services Team. This role will also manage key external relationships with The Ark's publicist, and graphic designers.

KEY RESPONSIBILITIES:

Marketing & Communication

- 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 plan, create and manage the budget for all on- and off-line advertising including AdWords, Google Display, other Display networks, Facebook Advertising, IPA, transport, broadcast, as required.
- To write and sign off copy for all marketing materials [flyers, posters, website content, press releases, newsletters, blogs etc.]
- To develop and execute online strategies that include website development, social media and on-line content & resources.
- To create and execute innovative and engaging social media content across all relevant platforms, key current platforms include Facebook, Twitter, Pinterest, YouTube and Instagram, to maximise effectiveness and to grow our online reach.
- To coordinate the Communications Team meetings (made up of the General Manager, Visitor Services Coordinator, with input from the Director and Development & Advocacy Manager as required) and ensure actions are carried out within the identified timeline.

Audience Development

- To create and implement a new strategic audience development plan.
- To conduct appropriate market research and gather feedback for the organisations work.
- To constantly explore, recommend, use and optimise communication methods, channels and technologies to engage with various audiences [general public, schools, stakeholders, sectors]

Stakeholder Management

- To prepare communications reports and analysis for internal distribution and support the preparation of the annual Arts Council application as well as other fundraising applications and reports.
- To manage all distribution of information including, but not limited to e-zines, mailings, distribution, news items, invitations and stakeholder communications.

Administration & Budget Management

- To manage and conduct all marketing related administrative duties including creating and maintaining the annual marketing budget.
- Administering and enforcing The Ark's photography policy, ensuring correct consent is given for any images captured and used.
- To maintain all customer databases and communications in line with The Ark's data protection policy and privacy statement.

Institutional Marketing

- To develop and maintain branding and visual identity guidelines
- To direct the development of creative content and design work for various online and offline platforms, in line with The Ark's design strategy and brand guidelines.

Press & PR

- To support the PR activities carried out by our external publicist.
- To seek media sponsorship and new promotional partnerships, liaising with the Development & Advocacy Manager.

PERSON SPECIFICATION:

The successful candidate will be able to demonstrate strong examples from their past experience highlighting that they have both the energy and enthusiasm for this role.

Knowledge and Experience:

- 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.
- 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.
- Experience and understanding of budget planning and management.
- An understanding and working knowledge of the arts, education & culture sectors.

Skills:

- Ability to think strategically and translate into effective action plans.
- Strong written, editorial and verbal communication skills.
- Excellent IT skills, with a high level of proficiency in MS Office essential. Experience with design or video and photo editing software would be an advantage.

Personal Attributes

- Positive, energetic and committed to the ethos, values and ambition of The Ark.
- Ability to multi-task, prioritise competing demands and meet deadlines.
- Approachable, a good communicator who credibly represents their role internally and externally.
- Someone who takes ownership and responsibility and works well in a small team.

TERMS

The role is based at The Ark's venue in Dublin. This is initially a 2-year fixed term appointment with a 6-month probationary period. There is a holiday entitlement of 20 days per annum, in addition to public holidays. There are also 5 company holidays allocated on Good Friday and over the Christmas period. Garda (police) vetting is a requirement of the appointment process.

Salary

Commensurate with skills and experience.

HOW TO APPLY

Interested candidates are invited to apply by completing / providing the following items: -

1. **A CV** highlighting your relevant experience for this role.
2. **A covering letter** outlining your experience and reason for applying for the role.
3. **A short summary** (max 500 words) outlining a marketing or communications campaign that you have delivered and are particularly proud of.

Please send your application by email only to al@ark.ie. **The closing date for applications is Wednesday 7 November 2018 at 12pm.** *Late applications will not be accepted.*

Please note that successful candidates will be required to provide proof of identity and complete our Garda vetting process.

Interview Dates and Selection methods

- Initial short-listing of candidates will be on the basis of the information contained in their CV and covering letter.
- Candidates who are short-listed will be invited to attend for interview to be held **on 13 November** at The Ark, 11a Eustace Street, Temple Bar, Dublin 2.
- In line with our data protection policy, we will only use the information that you provide for the purposes of this recruitment process. On completion of the process, your information will be securely retained for a maximum of 6 months before being erased.