



Digital & Marketing Communications Assistant 2023

The Civic Theatre | Tallaght | Dublin 24

OUR MISSION, VISION AND VALUES

We see ourselves as being so much more than a theatre, more a place of possibility where the spark of imagination can set off a journey of curiosity, wonder and discovery. First and foremost, of course we are here to ensure you always enjoy a great night out with that extra special Civic welcome. Our place is your place; together we make the Civic come alive.

Vision

A place of possibility, opportunity and transformation, where all people are inspired and nurtured to play a creative and civic role in our world.

Mission

To enrich the lives of all of the people in South Dublin County and beyond, by crafting and staging a range of shared cultural experiences that invite and provoke a meaningful journey of transformation.

THE ROLE

Are you looking for an exciting career move to a dynamic, fast moving, creative environment? The Civic is looking for a talented and motivated individual. We are a busy, popular theatre with great plans for the future and we are seeking a new team member to help drive our ambitions.

Responsibilities include but are not limited to:

The following will be carried out under the supervision and guidance of the Marketing & Audience Development Manager:

Marketing

- To work with the marketing manager to creatively market and sell the theatre's varied programme and activities at a local and national level
- To liaise with the visiting production companies in relation to marketing activities and coordinate where necessary
- To assist in the implementation of The Civic's branding strategy
- Co-ordinate print, broadcast and online advertising
- To prepare information for mailing including writing informative and accurate direct mail letters, working internally with box office staff to ensure accurate and effective mailings

- To manage the smooth and effective coordination of our seasonal brochure to various outlets in a timely manner
- To keep theatre listings updated on external listings (web / print)

Digital Marketing

- To update the Civic Theatre's website with show information and test functionality as required.
- To create compelling content for various online media channels to specific formats and disseminate across the various channels ensure adherence to production style guides including website, blog, various social media channels
- To monitor analytics tools to track and gauge performance, conversion and optimization of the website and social media channels (desirable)
- To maintain SEO for the Civic Theatre's website and events (desirable)
- To manage and optimise all Google Adword ad campaigns (desirable)
- To manage the blog on the Civic Theatre website to drive traffic and increase interest awareness in artists and productions
- To design and circulate emails to promote upcoming events, to thank exit audiences and monitor responses
- To prepare and manage audiences lists for effective segmentation of our database

Print & Design

- To prepare some printed marketing materials including advertisements, invitations, newsletters, or direct mail letters for the Civic Theatre
- To work with internal and external designers to oversee the preparation, design and production of printed publicity material (leaflets, posters, brochures etc) for the theatre; including the collection of all necessary information to deadline, copyrighting, selecting photographs, negotiating with printers etc.
- To ensure high levels of design and print quality for the theatre working with external and internal designers

Reporting and Analysis

- To report on the outcome of activities to inform future campaigns including tracking and analysis of all marketing activity undertaken. Work with Google Analytics, our ticket in software Ticketsolve & our email software Mailchimp.
- To provide timely evaluation on individual shows, both qualitative (audience surveys, word of mouth) and quantitative (Ticketsolve sales reports, buying patterns)

General

- To attend weekly Marketing Meetings
- To be present at Civic Theatre performances, events and meetings as necessary
- To deputise for the Marketing & Audience Development Manager as required
- Any other duties as required by the Marketing & Audience Development Manager

This job description is expected to evolve during the course of any appointment.

The ideal candidate will have the following skills and experience:

- A flexible approach to work and be capable of handling multiple priorities in a fast-paced environment
- Be proactive and assertive reacting to key business requirements in a timely manner
- Excellent communication skills both written and verbal
- Knowledge of trends in social media and familiarity with the use of different platforms
- Creative and independent thinker, with an aptitude for coming up with fresh and innovative ideas, and developing and evolving ideas already in place
- Teamplayer
- Excellent graphic design skills with Experience in Adobe Creative Suite/ In-Design (or alternative) an advantage
- Good photography/videography/ editing skills
- Flexibility in working hours where necessary
- Demonstrate strong interpersonal and communication skills
- Attention to detail
- Ability to use own initiative
- Knowledge of the Arts/ Theatre Landscape in Ireland

Employment Terms

Full time: 40 hours p/week which include a 60 minute lunch break each day

Working hours/days: Generally 5 days per week (some evening & weekend work where necessary). Hybrid arrangement on request (up to a maximum of 20% of the working week)

Salary: Ranges from €28,000 - €30,000 commensurate with experience

Probationary Period: 6 months

Leave: 20 days + 10 statutory and bank holidays

Reports to: Marketing & Audience Development Manager

Place of work: Civic Theatre, Tallaght, Dublin 24

Application

Completed applications should be sent to info@civictheatre.ie with the subject line: 'Marketing Assistant Position 2023'. Queries can also be addressed to this email. Please include your CV and a succinct cover letter, outlining why you think you are suitable for this role.

Closing date for applications is 5pm on **Friday 2nd June, 2023.**

The Civic Theatre is an equal opportunities employer. All Applicants must comply with Garda Vetting requirements.