

# DUBLIN FRINGE FESTIVAL

**Job title:** Marketing Assistant  
**Reporting to:** Marketing Manager  
**Responsible For:** Support the delivery of Dublin Fringe Festival's marketing activity.

## **About the role:**

Dublin Fringe Festival is a year-round organisation that is a home to artists and a platform for brand new work across every discipline. It is a thriving community that celebrates bold ideas and brave performing arts, marking its 26<sup>th</sup> edition from 5-20 September 2020.

As Marketing Assistant, you are a key member of our team. Your job is strategic, social and puts into practice your strong beliefs about audience development and marketing initiatives. You will work with and support the Marketing Manager, Press Manager and other members of the administrative team. You'll take initiative, work closely with artists and creatives, and contribute to the life of Ireland's most exciting arts festival.

You provide key marketing support to the Marketing Manager, in the development of the annual Festival brochure, marketing materials and advertising and group sales. Alongside the Marketing Manager, you foster and maintain the organisation's connections with audiences and donors. You will implement the Festival's exciting marketing campaigns, social media strategies and individual giving schemes sustaining relationships with existing members and cultivating new connections. The role asks for your highest level of organisation, discretion and interpersonal skills.

Your work is integral in enabling Fringe to achieve ambitious artistic and curatorial objectives. You'll do it alongside one of the most skilled, dynamic, supportive and hard-working teams in Ireland. Fringe recognises the need for flexible employment arrangements and is open to accommodating variable work formats and schedules.

## **About Dublin Fringe Festival:**

Dublin Fringe Festival is home to bold ideas, brave performing arts and adventurous audiences. Fringe is a curated, multi-disciplinary festival and year-round organisation focusing on fresh and innovative approaches to the arts from Irish and international makers.

Ireland's largest multi-disciplinary arts festival and operator of the year-round artist support centre Fringe LAB in Temple Bar, Dublin Fringe Festival supports artistic vision, ambition and excellence across a range of art forms and offers supports, resources, space, time and professional development to the Irish independent arts sector.

The scale and environment of the festival broadens arts participation, introducing artists and audiences and playing a pivotal role in the fabric of Dublin and Irish cultural life. Dublin Fringe Festival is a platform for the best new, emerging Irish arts companies and a showcase for the finest international contemporary performing arts. For artists, Fringe facilitates opportunities to innovate, to cross boundaries and strengthen the conditions in which they work. For audiences, Fringe is the place to discover meaningful, exciting and unforgettable cultural experiences. [www.fringefest.com](http://www.fringefest.com)

## **KEY RESPONSIBILITIES**

### **MARKETING & PRESS**

- Provide general administrative support to the Marketing & Press team.
- Liaise with Festival artists and companies to gather and generate marketing content.
- Support the project management of the Festival brochure by collecting and tracking all images and copy, ensuring the correct versions of all materials at the direction of the Marketing Manager.
- Assist in devising and executing social media strategies and advertising campaigns, driving audience growth and ongoing engagement across platforms.
- Assist in campaign tracking and reporting across platforms.
- Upload and update content on Festival website.
- Oversee group sales and brochure advertisement outreach strategy, meeting targets set by Marketing Manager.
- Support Marketing Manager and supervise volunteers in delivery and distribution of key marketing materials.
- Track press mentions and compile clippings and scans of media coverage at direction of the Press Manager.
- Attend events and cover for content creation during the Festival.

### **MEMBER SERVICES AND EVENT PLANNING**

- Assist Marketing Manager with planning and coordination of key events, including the soft launch, launch event, on sale day, box office opening and events during the Festival.
- Coordinate donor/sponsor/VIP services and box office ticketing during the Festival.
- Support Festival Director and General Manager with prospect hosting and event invitations and RSVP tracking.
- Ensure sponsor signage is displayed and benefits are fulfilled during the Festival.

### **WHAT YOU BRING TO THE ROLE:**

- A minimum of two years' experience in marketing, press, and/or general administration.
- Knowledge and/or experience of commercial and arts sectors.
- Excellent written and verbal communication skills.
- Strong organisational skills and the ability to work under pressure to multiple deadlines.
- Confidence, initiative, attention to detail, persistence, people skills.
- Excellent computer skills with a good knowledge of Microsoft Office programmes, especially Excel as well as Canva and Adobe Creative Suite.
- Experience developing and implementing social media campaigns.

### **HOW TO APPLY**

To apply for this position please send a cover letter and CV in PDF format to Shannon Lacek, General Manager at [recruit@fringefest.com](mailto:recruit@fringefest.com)

**Closing date for applications is 6pm on Friday 6<sup>th</sup> March 2020. Interviews** will take place during the week of **9<sup>th</sup> March 2020**.

**Remuneration:** €28,000 pro rata. Contract is full-time from 27 April through 25 September 2020.

*Dublin Fringe Festival is an equal opportunity employer and welcomes applications from all sections of the community. Dublin Fringe Festival is core funded by the Arts Council / An Chomhairle Ealaíon and Dublin City Council.*