

# DUBLIN FRINGE FESTIVAL

**Job title:** Marketing Manager  
**Reporting to:** Festival Director and General Manager  
**Responsible For:** Overseeing and managing 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 art every September, marking its 26<sup>th</sup> edition in 2020.

As Marketing Manager, you are a key member of our core team. You'll work closely with all other departments to ensure a cohesive brand strategy across all marketing efforts. Your job is creative, tactical and enterprising. You foster Fringe's community, building a network to increase the organisation's impact in Ireland and abroad. You connect artists with audiences. You build new relationships with supporters and stakeholders, advancing Fringe's brand as a much-loved festival and engine room for new artistic experiences.

Within this role, you create and execute the strategy. You decide how we communicate the festival programme, how we sell tickets, how we talk about the incredible artists we work with and how we connect with intrepid audiences. It's a chance to dream big. Dublin Fringe Festival presents brave, bold, joyful and rule-breaking work each September; our marketing activity reflects that.

We want you to put your stamp on Fringe. You'll take initiative, work closely with artists and creatives, devise and lead projects and contribute to the life of Ireland's most exciting arts festival. You'll do it alongside one of the most skilled, dynamic, supportive and hard-working teams in Ireland.

**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)

## **What the role entails:**

### **MARKETING AND ADVERTISEMENT**

- Overall responsibility for brand management and corporate identity.
- Create an innovative audience development and sales strategy built on the Fringe brand for both the Festival and year-round artist support activity including Fringe LAB.
- Coordinate all design and print work with an external design firm including an annual visual campaign and Festival brochure.
- Responsible for dynamic content creation for website, email, and social media channels, providing comprehensive analytics and analysis.
- Management of marketing campaigns including web, SEO/SEM, email, social media and print/display advertising to deliver positive ROI.
- Manage company website, including all images, tools, content, and sales.
- Liaise with and coach Festival artists in the development of their own marketing, PR and fundraising campaigns.
- Prepare and deliver all show and ticketing information to the box office team for sales launches.
- Oversee individual giving campaigns and a membership scheme, identifying prospects, overseeing a communications plan, and achieving revenue and growth goals.
- Produce events including launch and Festival Awards in collaboration with programming team.
- Analyse consumer behaviour, track box office sales, conduct sales meetings with the executive team, and adjust email and advertising campaigns accordingly to meet sales goals.
- Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.

### **BRAND MANAGEMENT AND ADMINISTRATION**

- Ensure that all communications maintain the Fringe brand and voice across all channels.
- Devise and manage an annual marketing budget, securing vendors and contractors.
- Present ideas and final deliverables to internal and external teams, and communicate with management about marketing programs, strategies, and budgets.
- Create, maintain, and implement digital marketing and editorial calendars, as well as a communications plan for members.
- Facilitate integrated campaigns, supporting the festival publicist and training box office team to ensure consistent implementation.
- Build and manage relationships with stakeholders including funders, corporate partners, commercial sponsors, media and hospitality partners.
- Design and sell Festival brochure advertising packages to local businesses.
- Secure in-kind hospitality and venue partners and grow strategic relationships.
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues.
- Recruit and manage a seasonal team of interns and support staff.
- Archive all press coverage and collateral on an annual basis.
- Assist the General Manager in the compilation of funding applications and post-event reports.

### **OTHER DUTIES**

- Other duties as required to support the Festival Director and the General Manager.
- Fringe HQ is an active place with a small team year-round. At different points of the festival cycle, you'll be expected to provide support to your colleagues, to the building and to the artists that work there.

## **Person Specification - What You Bring to The Role:**

### **Essential:**

- Metrics-driven marketing mind with an eye for creativity and fantastic writing skills.
- Literacy in digital marketing and analytics: web CMS, email marketing service (Mailchimp) and all Microsoft and Google applications including Ad Words and Analytics.
- Excellent computer skills with a good knowledge of Microsoft Office and Adobe Creative Suite, as well as CRM and ticketing software.
- Strong project management, multitasking, time management, and decision-making skills.
- Experience of devising and implementing successful communications campaigns.
- Knowledge about the latest trends and developments in marketing.
- Experience managing staff and supporting artists.
- Experience in building and managing relationships with key partners and suppliers.
- Superior communication and interpersonal skills, and an ability to work and thrive in an active open-plan office environment.
- Great attention to detail and administrative skills. You have the proven ability to multitask, drive delivery and work to tight deadlines.

### **Desirable:**

- Big ideas and heaps of initiative.
- A love for festivals, the arts in Ireland and/ or for edgy new work in particular.
- Strong knowledge base of events and venues in Dublin and Ireland.
- A true passion for connecting artists and audiences.
- Experience in a fast-paced environment.
- Knowledge of additional applications such as Hootsuite, BlinkPlan, Canva, Sprout Social, iMovie, etc.

### **Terms and conditions of employment:**

- The position is for a one-year contract and includes a 6-month probationary period.
- This is a full-time position of 5 days a week, with the normal working day being 35 hours per week, 10am to 6pm. It is understood that at times you may be expected to work such hours as are necessary to support the workload in question.
- The position holds an entitlement of 20 days holiday per year, plus all public holidays.

**Salary:** Circa €32,000 – €36,000 per annum commensurate with experience

### **How to apply:**

To apply for this position please send a CV detailing your experience and listing two references (with their email addresses) and a cover letter telling us

- a) **why you are right for this role in both experience and in how you fulfil the criteria and**
- b) **why you would like to work at Dublin Fringe**

Applications must be submitted to [recruit@fringefest.com](mailto:recruit@fringefest.com) and addressed to Shannon Lacek, General Manager. Your application will be treated with the strictest of confidence.

**Closing Date for applications is 1pm on Thursday 27<sup>th</sup> February 2020.**

First round interviews will take place week of March 9<sup>th</sup>, with second round interviews week of March 16<sup>th</sup>.

*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.*