

# DUBLIN FRINGE FESTIVAL

**Job Title:** Communications & Design Assistant  
**Reporting To:** Marketing Manager  
**Responsible For:** Content management of marketing and communication materials, website content creation, social media and digital platforms, media partnerships

## **ABOUT THE ROLE:**

Dublin Fringe Festival is a year-round artist support 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 every September, marking its 27<sup>th</sup> edition in 2021.

The Communications and Design Assistant will join the Dublin Fringe team as we enter full festival mode – supporting festival launch, executing festival marketing campaign, creating and developing assets and collateral (print and digital) managing media partnerships and liaising with artists and partners on festival content.

You will support and work with the Marketing Manager and other members of the wider festival team, fostering Fringe's community and connecting audiences to artists, in addition to cultivating new relationships deepening audience engagement with the festival. You will assist in advancing Fringe's profile as one of Ireland's flagship cultural organisations and most-loved festivals. You will bring to life Fringe's bold artistic vision through exciting content, creative copy and dynamic engagement with our online and offline communities. You'll do it alongside of one of the most skilled, dynamic, supportive and hard-working arts organisation in Ireland.

Fringe HQ is an exciting place and will connect you with emerging and early careers artists from across the country, as well as international collaborators. 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, Dublin Fringe facilitates opportunities to innovate, to cross boundaries and strengthen the conditions in which they work. For audiences, Dublin Fringe is the place to discover meaningful, exciting and unforgettable cultural experiences.

### **What the job entails:**

#### **You will be responsible for**

- Supporting the Marketing Manager to build and maintain the festival brand and organisational visual identity, consistent with style guidelines, across all marketing materials
- Supporting content planning, scheduling and posting across digital channels
- Assisting in the delivery of social and email marketing campaigns
- Creating digital assets (static and animated) for social media
- Designing collateral and generating digital content for audiences, sponsors and other stakeholders.
- Additional design of materials including print & digital posters, print and digital advertisements, merchandise, website collateral and festival assets (artist passes etc.) following brand guidelines, and prepare files for print
- Create and/or edit video content in different formats to support social media and marketing activity including adding captioning
- Liaising with external designers and printers
- Copywriting and proofing marketing content
- Managing media partner relationships
- Ad hoc marketing admin tasks

#### **Person Specification – What you bring to the role:**

##### **Essential**

- Minimum 2 years relevant work experience
- Experience of producing innovative creative assets for a marketing campaign
- Demonstrable design skills, ability to work to a brief and follow brand guidelines
- Confident with navigating new and emerging online platforms and social media
- Excellent written and verbal communications and copywriting skills with an ability to confidently adopt organisational tone of voice
- Experience with design software such as Photoshop, InDesign and Illustrator.
- Knowledge or experience of Irish arts and/or festivals
- Excellent time management, ability to multi-task effectively under pressure with attention to detail

- Motivated by working in a busy environment, has the ability to think laterally and can demonstrate initiative
- Ability to work effectively and collaboratively as part of a team

### ***Desirable***

- Video editing skills with access to editing software.
- Up to date knowledge of accessibility requirements for digital content.
- Strong grasp of latest trends in digital marketing

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

- The position is a fixed contract full-time, beginning 2.5 days per week from w/c Monday 28 June to w/e Friday 8 October 2021, (part-time position before becoming full time July 26 – September 26).
- Salary of €625 per week (full-time) and access to our Workplace Wellbeing Programme
- The normal working day is 10am to 6pm, however it is understood that throughout this term you will be expected to work out-of-hours (evenings and weekends) to support the workload in question, with the flexibility to adjust your schedule according to your needs.
- This position will work remotely with flexibility for some in-office work in Dublin when public health regulations allow.
- All staff have access to the Workplace Wellbeing Programme.
- Holiday entitlement is not available for the duration of this contract.

### **HOW TO APPLY:**

#### **Applicants are invited to submit:**

- A CV outlining relevant experience.
  - Maximum of four pages and should focus on your relevant experience for the role.
  - You should indicate the names and positions of two referees relevant to your application. Contact details are not necessary at this stage but names and positions held are required.
- A cover letter which must outline the skills and qualities you would bring to the role (max 2 pages).

### **SCHEDULE:**

1. **Application closing date:** Thursday, 20th May 2021 at 5pm
2. **First interview date:** May 27th 2021
3. **Intended start date:** Week of 28th June 2021

Applications should be emailed to [recruit@fringefest.com](mailto:recruit@fringefest.com) by 5pm on May 20th 2021.

*Dublin Fringe Festival is an equal opportunity employer and welcomes applications from all sections of the community. Dublin Fringe Festival is committed to a diverse workplace, and to*

*supporting our staff with ongoing career development opportunities. We particularly encourage applications from members of groups who are underrepresented in the cultural sector. **Black people, People of Colour, people with disabilities, members of the Traveller community, LGBTQ candidates and candidates of all gender identities are actively encouraged to apply.***

If you wish to contact us for an informal discussion in confidence, please contact [\*\*recruit@fringefest.com\*\*](mailto:recruit@fringefest.com) with your questions.