



Digital Marketing & Communications Officer

JOB DESCRIPTION

OUR MISSION, VISION AND VALUES

We see ourselves as being so much more than a theatre, we are 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

The Civic is a busy, popular theatre with great plans for the future and we are seeking a talented and motivated new team member to help drive our ambitions.

The Digital Marketing & Communications Officer will work in close collaboration with the Marketing, Engagement and Audience Manager to co-ordinate and implement the execution of clear and impactful marketing campaigns across a varied programme of events and projects.

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, developing and delivering various campaigns throughout each season.

- To manage the collection of event information from visiting production companies and collaborate in the setting up of events for sale.
- To liaise with visiting production companies in relation to marketing activities, from initial event set-up through to event delivery.
- To maintain and ensure best implementation of The Civic's branding strategy is observed across all internal and external platforms.
- To manage the smooth and effective coordination of our seasonal brochure to various outlets in a timely manner.
- To prepare and deliver regular, effective communication to the Civic customer base, working internally with box office staff to ensure accurate and effective mailings.
- To co-ordinate print, broadcast, digital display and online advertising and keep Civic theatre listings updated on external listings (web and print).

Digital Marketing

- To co-manage and monitor the Civic Theatre's website, updating it with correct show information and testing functionality as required.
- To co-manage Civic social media and create compelling content for various online social media channels, in conjunction with the website, blog, email campaigns, YouTube etc.
- Manage in-house and external digital displays, designing original content and ensuring high production standards and timeliness are observed across all locations and platforms.
- 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 act as graphic design lead on major annual in-house productions, digital campaigns and landmark events in the venues calendar.
- Design and deliver printed marketing materials including external print advertisements, leaflets, pull-ups, bunting, invitations, newsletters, or direct mail letters for the Civic

Theatre.

- To collaborate with external designers to ensure high levels of design and print quality for the theatre to deadline, copyrighting, selecting photographs, negotiating with printers etc, stepping into a collaborative design role where necessary.

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 be present at Civic Theatre performances, events and meetings as necessary, collaborating to deliver events and programmes as part of a team of core staff.
- 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.

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).

Some Hybrid arrangement on request (up to a maximum of 20% of the working week)

Salary: negotiable, depending on experience

Probationary Period: 6 months Leave: 20 days + 10 statutory and bank holidays

Reports to: Marketing & Audience Development Manager

Place of work: The Civic Theatre, Parthalán Place, Tallaght, D24NWN7

Application Completed applications should be sent to **info@civictheatre.ie** with the subject line: 'Marketing Position 2024'.

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 10th Jan, 2024.

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