

BIRR THEATRE AND ARTS CENTRE

OXMANTOWN HALL, Birr, Co. Offaly

Admin: (057) 9122893

Box Office (057) 9122911

info@birrtheatre.com

www.birrtheatre.com



Birr Theatre & Arts Centre are seeking applications for the following position:

MARKETING & EVENTS MANAGER

We are recruiting a creative and driven marketer to lead Birr Theatre's marketing and digital communication, overseeing the execution of overall marketing activities together with managing and coordinating projects and events. We require an enthusiastic, creative and organised individual to join our busy, friendly team. This is a great opportunity for someone with varied skills. The role is integral to the effective delivery of Birr Theatre's audience development strategy and alignment to our Strategic Plan 2019 - 2024, as well as evolving and growing the income drivers that ensure the organisation's sustainability long-term.

This is a Pobal CSP funded position - all candidates must meet the criteria under Community Services Programme as outlined below.

The Marketing & Events Manager will work in cooperation with the Manager and work alongside office admin, box office and technical staff.

Duties and Responsibilities

The role of the Marketing and Events Manager will include the following:

Marketing

- Devise and deliver effective marketing campaigns to generate sale of tickets and audience engagement
- Agree targets with Manager
- Prepare and deliver print material and digital assets
- Prepare all events for on sale and announcement
- Liaise with incoming companies to gather marketing material to implement an effective campaign
- Write and distribute Press Releases for forthcoming events
- Digital Marketing
 - Manage Birr Theatre's social media platforms
 - Manage Birr Theatre's website
 - Create engaging graphic and video content
 - Contribute to social media on platforms of Birr festivals, in particular Hullabaloo! and Scripts which are coproduced by Birr Theatre as well as managing their websites
- Promote forthcoming events and festivals through press advertising, posterage, mail shots, e-newsletters etc
- Implementing and further developing Birr Theatre's Audience Development Plan to include marketing and communication strategy

Projects & Events

- Work with the Manager to curate a vibrant, innovative and inclusive programme of arts events and activities
- Coordinate all events and festivals at Birr Theatre & Arts Centre
- Issue contracts to visiting artists/productions
- Management of project & events budgets
- Produce box office reports for artists/producers for payment
- Youth Theatre – Coordinate Birr Youth Theatre – administration, recruit participants, liaise with facilitator
- Specific Projects – be the Birr Theatre point of contact for specific participatory and audience engagement projects (2021 examples of such projects include *Exploring Birr Skies Project*, *In the Open*)
- Film Club – run *Film@BirrTheatre* – liaise with accessCINEMA, programme and promote weekly film
- Develop programme of activity in line with Strategic Plan 2019 – 2024
- Represent Birr Theatre & Arts Centre on Birr Festivals Collective steering group
- Ensure best practice in budgeting, governance, health & safety and operations

Any other duties which may arise during the course of the working day, as required by management, to ensure the smooth running of the business.

Skills, Competencies and Experience

- Third-level qualification in marketing/digital marketing - essential
- At least 3 years experience of planning and delivering marketing/communications campaigns (A portfolio of successful digital campaigns and social media projects is an advantage to demonstrate competency)
- Strong expertise and a passion for digital marketing
- Excellent technical competencies across digital platforms
- Fluency working with analytics and data to assess performance
- Good working knowledge of creative and communication software (e.g. *Canva*, *MailChimp*) and website software (*Wix*) as well as excellent knowledge of MicroSoft Office packages (*Excel*, *Word*, *Powerpoint*)
- Design and editing skills
- Experience with ticketing software is desirable
- Experience of working within the arts sector and/or wider cultural sector
- Excellent planning and organisation skills and meeting deadlines
- Strong interpersonal, communication and judgement skills
- Flexible to work equally well on own initiative as well as collaborating as part of a close-knit team
- Keen attention to detail
- Proactive and enthusiastic in the sharing of creative ideas

Terms & Conditions

- Full time position – 6 month probation period
- The position is not suitable to remote working
- Hours of work - usual hours will be between 9.30am – 5.30pm Monday to Friday. However, flexibility will be required to cover Front of House, 'get-in' and 'get-out' for events which will regularly be on evenings and weekends. Time in lieu will be offered for any additional hours worked.
- The position is subject to Garda Vetting of successful applicant
- Salary: €36k per annum (paid weekly)

All staff:

- are required to know the current programme of events and promote events to the general public while on box office or in general conversation with customers.
- will have a general knowledge of the lighting and sound equipment (i.e. where equipment is located, powered on/off and general use) and heating system in the building for which training will be given.
- are requested to 'pitch in' when other staff members are on holidays – all duties still need to be covered.
- are key-holders to the building and will be responsible for the correct lock-up of the premises from time to time and are expected to be security conscious in this regard.

Handbooks and Policies

All staff are provided with a copy of the following documents:

- Company Handbook
- Health & Safety Statement
- Child Protection Policy
- Financial Procedures (Staff are furnished with this document where applicable)

Eligibility of individual to hold a CSP supported post

Birr Theatre & Arts Centre is funded by Pobal Community Services Programme (CSP).

70% of staff must be drawn from the following categories:

- Person in receipt of Jobseeker's Benefit, Jobseeker's Assistance or one parent family payment.
- Person in receipt of disability allowance, invalidity pension, blind person or other disability benefit.
- People employed from Tús, Community Employment and Job Initiatives schemes.
- Further categories also eligible – please check with your Social Protection office.

Application (CV and cover letter) should be sent **electronically only** to

Birr Theatre & Arts Centre: info@birrtheatre.com with the
subject heading: MARKETING & EVENTS MANAGER Application
no later than **Friday 24 September, 12 noon**

Venue Manager: Emma Nee Haslam
Directors Birr Stage Guild CLG: Marcella Corcoran-Kennedy,
Maureen de Forge, George Manzor, Mary Butler
Chy No: 10478



Rialtas na hÉireann
Government of Ireland

