

féile ealaíne an

earagail
arts
festival
www.eaf.ie
Made In Donegal

Marketing & PR Manager (part-time, 1 year contract)

Earagail Arts Festival and Regional Cultural Centre, Letterkenny are seeking applications for the role of Marketing & PR Manager (part-time, 1 year contract).

Introduction

Earagail Arts Festival

Earagail Arts Festival is Donegal's premier celebration of local, national and international culture and one of the largest arts festivals in Ireland. Over 40,000 people from across Donegal and around the world attend approximately 100 events in 35 venues spread over 19 towns over 20 days and nights across the North West of Ireland. Earagail Arts Festival is also a partner in the delivery of Letterkenny Trad Week, Distorted Perspectives and Northern Xposure festivals.

Earagail Arts Festival Management Company Limited is a not-for profit CLG and a registered charity. Earagail Arts Festival celebrates its 31st birthday between 10th and 28th July 2019.

Regional Cultural Centre

Opened in 2007, the Regional Cultural Centre (RCC) is a purpose built, multi-disciplinary arts centre, operated by Donegal County Council. The main programme areas are visual arts, music, film & digital media and community & education.

The Festival's and RCC objectives are synonymous with those of its major funders, addressing the key propositions of the **Arts Council's 10 year strategy - *Making Great Art Work: Leading the Development of the Arts in Ireland (2016–2025)***, **Failte Ireland's *Wild Atlantic Way*** and **Cultúr: A Strategic Vision for Cultural Services, Donegal County Council 2016-2020**.

Terms

The Marketing & PR Manager role is relevant to the Earagail Arts Festival, the Regional Cultural Centre's seasonal music concert programme, Letterkenny Trad Week, Distorted Perspectives and Northern Xposure.

The task will entail working on a part-time basis, 22.5 hours per week.

The Marketing & PR Manager will be based at the offices of the Earagail Arts festival and the Regional Cultural Centre, Letterkenny.

Salary

The salary for the role of Marketing & PR Manager is **€24,000 (€40,000 pro rata)**.

Holiday and annual leave employee entitlement commensurate with position.

The Role

A. Provisional Schedule

March – May

RCC Spring Concert Season - 6-7 concerts in traditional, jazz, classical and contemporary music

RCC Spring Exhibition Series - marketing support for Gallery 1 contemporary photography exhibition run in association with Gallery of Photography Ireland.

Earagail Arts Festival marketing preparation (February – August)

May – September

Earagail Arts Festival marketing, PR and evaluation.

August - October

RCC Autumn Concert Season - 6-7 concerts in traditional, jazz, classical and contemporary music

RCC Spring Exhibition Series - marketing support for Gallery 1 David Shrigley exhibition run in association with the British Council

November – December

Northern Xposure Winter Weekend of the Creative Industries

Letterkenny Trad Week marketing support.

January

Letterkenny Trad Week – 4/5 traditional, folk and world music concerts in partnership with An Grianán Theatre

B. Responsibilities

1. Development and implementation of an integrated Festival and RCC Music Marketing Strategy including digital and non-digital marketing plans in consultation with CEO/Artistic Director, Management Committee and stakeholders.
2. Review, segmentation and maintenance of databases and mailing lists in line with GDPR regulation.
3. Collation of marketing materials from performers, artists and venues including images, audio, video, biographical materials in collaboration with CEO/Artistic Director and RCC Director.
4. Copywriting, editing, proofing of brochure copy, website and additional marketing materials in collaboration with CEO/Artistic Director and RCC Director.
5. Liaison with graphic and web designers, printers and distributors including sourcing of quotes, final proofing etc across all marketing materials.
6. Co-ordination of distribution of brochure, posters, flyers, civic media and on-street signage on a local, national and international basis.

7. Co-ordination of advertising campaign for radio, print and online media locally, nationally and internationally including negotiation of advertising rates and purchasing, compilation of advert content and scripts.
8. Ensure effective, value for money co-ordination of advertising.
9. Sales monitoring and liaison with An Grianan Box Office in collaboration with EAF CEO/Artistic Director, EAF Office Manager and RCC Director.
10. Co-ordination of photographic / video documentation of all relevant events including agreed schedule and budget.
11. Management of EAF website and social media and input into RCC website and social media in collaboration with RCC staff.
12. Line management of EAF Marketing Assistant (short term contract - 10 weeks) and intern(s).
13. Management of marketing budget and expenditure in collaboration with EAF CEO/Artistic Director and RCC Director.
14. Maintaining good working relationships with EAF and RCC stakeholders.
15. Collation of audience data and feedback and liaison with external audience analysis agency
16. Completion of Evaluation & Marketing Reports.
17. Assistance in the preparation of funding drawdown's and applications to core funders.

The role will have the support of a dedicated Marketing Assistant (short term contract - 10 weeks – June / July) and intern for the Earagail Arts Festival.

Line Management

The role will report to the EAF CEO /Artistic Director and RCC Director.

Experience

The ideal candidate will:

- have a proven track record in the marketing arts events and programmes
- have minimum three years experience in a marketing role
- have relevant marketing qualifications
- be used to working in a busy and pressured working environment
- have experience of presenting projects, ideas, concepts to Clients, Directors etc

- have experience in copywriting
- have strong budgetary, administrative, communication and social media skills
- have experience of managing staff and interns
- be prepared to work unsociable hours at festival time
- be enthusiastic and flexible
- be available to start immediately

Irish language

Proficiency in the Irish Language would be advantageous

Driving Licence

Full, clean driving licence required.

Selection Criteria

In the selection of the consultant Marketing & PR Manager, the following criteria will apply and will be weighted accordingly -

Marketing, PR and Communications Experience	- 50%
General and Financial Administrative Experience	- 30%
Knowledge of Cultural Sector in Donegal , Ireland and abroad	- 20%

Application Process

Applications invited by cover letter and up-to-date CV, including the names of two referees or previous or current clients whom we may contact, should we wish to offer you this contract. Please submit your application by email to: info@eaf.ie or in writing to the address below, on or before **5.00pm on Monday, 18th February 2019**.

**Earagail Arts Festival
2c Riverside Office Park
Neil T Blaney Rd.
Letterkenny
Co Donegal
F92 YN40**