

féile ealaíne an

earagail
arts
festival
www.eaf.ie
Made In Donegal

Marketing Assistant (Fixed term, part-time, contract for services)

Earagail Arts Festival is seeking proposals for the provision of a contract for services of a Marketing Assistant for the period 01 May – 02 August 2019.

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. The 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. The Festival consists of a Board of Directors, Management

Committee, full time, part time, contract staff and volunteers. The Festival celebrates its 31st birthday between 10th and 28th July 2019.

The Festival's 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 task will entail working on a part-time basis, for a number of hours per week, over the period 01 May – 02 August 2019.

The place of work will be at the offices of the Earagail Arts Festival Management Company Limited.

Budget

The remuneration for this post is **€3,600 before taxes.**

Responsibilities

Marketing Assistant - The main focus of this role is along with the Marketing Manager and Marketing / Admin Intern to assist the Festival Director in the review, development and implementation of the marketing strategy of the Earagail Arts Festival 2019.

- Operation of our 2019 friends scheme
- Operation of our comps allocation spreadsheet
- Operation of Media Monitoring and compilation of end of festival Media Monitoring Report.
- Daily Box office reports to be supplied to the Marketing Officer
- Compile artist video as and interest stories for use in Social Media and festival promos.
- Management of Poster and Flyer distribution with assistance from volunteers co-ordinator
- Assist PR Consultant in developing event listings and any relevant PR duties
- Assist with updating event listings for 2019
- Communicating the festival programme on relevant blogs and arts related discussions online.
- Initial cross selling to customers phoning or contacting the office.
- Assist with the delivery of print, website, radio and TV advertising.
- Assist with the compilation and distribution of brochure
- Assist with general office duties including mailouts
- Assist with the preparation and staffing of special events
- Assist with the operation of box office at different venues where appropriate

- Complete a post festival report for submission to the Festival Director, Funders and the Board.
- Undertake other duties as directed by the Festival Director & Office Manager

Experience

The ideal candidate will:

- have min 1 year 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

Irish language

Proficiency in the Irish Language would be advantageous

Driving Licence

Full, clean driving licence and use of own vehicle required.

Submission of Proposal

Your proposal should include an overall costing for the delivery of the service. Please include any additional information that you consider is relevant to your proposed delivery of this service. Please also include an 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.

Earagail Arts Festival welcomes proposals for the provision for services of a Marketing Assistant as outlined above, on or before 5.00pm on Monday, March 18th 2019. Please submit your proposal by or by email to: info@eaf.ie or in writing by CV and cover letter to:

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