

Fishamble: The New Play Company
Marketing Assistant
Job Description



JOB TITLE: Marketing Assistant
CONTRACT: Full time position (Would consider applicants seeking a flexible week)
Initial 3.5-month contract, starting mid-September to end-December.
SALARY: €27,000 - €29,000 per annum, pro rata, commensurate with experience.
DEADLINE: 5pm, Monday 23rd August 2021

BACKGROUND:

Fishamble is an Irish theatre company that is passionate about discovering, developing, and producing new plays. Formed in 1988 and named after the Playhouse on Dublin's Fishamble Street which, in the 1780s, Fishamble became the first theatre to commission and produce plays by Irish writers. Fishamble harness the imaginative power of theatre to provide audiences with a diverse range of contemporary, compelling, and heartfelt dramatic works.

Fishamble thinks nationally and reaches globally. It works collaboratively with networks of artists, communities, and organisations, to achieve the maximum possible life for its plays. For instance, over 30 Fishamble play scripts have been published. Fishamble has toured its productions to audiences throughout Ireland, and to 19 other countries. It typically produces over 200 performances annually.

Our vision is a world where vibrant new theatre stands at the centre of a vibrant civic society.

THE ROLE:

Fishamble: The New Play Company is currently seeking to recruit a dynamic, experienced, and enthusiastic person to fulfil a short term Marketing Assistant contract from mid-September to December 2021.

The Marketing Assistant will work alongside the outgoing Marketing and Development Manager during a handover period, and then with the Development and Marketing Officer, in a tight-knit, collaborative, and supportive environment.

The successful candidate will be responsible for developing and delivering programmatic marketing for the Company and working on implementing audience development initiatives, with particular focus on upcoming major productions in 2021.

The Marketing Assistant will primarily be based at 3 Great Denmark Street, Dublin 1, however a flexible combination of office-based work and working from home is possible.

Marketing:

- Assist in developing and running marketing campaigns, specifically programmatic marketing on major productions of *Duck Duck Goose* and *The Treaty*, as well as planning for productions in 2022;
- Assist in preparing and proofing marketing materials, as requested by the Marketing and Development Officer;
- Liaise with box office and marketing personnel in partner venues and partner organisations, as necessary;
- Liaise with graphic designers, venues, and printers for design and delivery of print materials, as necessary;
- Support regional marketing and advertising campaigns through Facebook ads, sponsored posts, and Google ads, within agreed budgets;
- Support the Marketing and Development Officer to create engaging copy for newsletters and digital marketing campaigns to grow Fishamble's audiences and deepen engagement;
- Assist in managing the voice and public facing platforms for the company, including Fishamble website, Facebook, Instagram, LinkedIn, and Twitter accounts;
- Digital content creation which can include filming and editing promotional videos, audience vox pops, and strong visuals to promote Fishamble's work;
- Responding to social media engagement across public facing platforms;
- Maintain databases relevant to marketing and public relations and all press files;

Audience Development:

Work with the Development & Marketing Officer and the Audience Development Strategist to:

- Implement audience development strategies;
- Increase quantity and quality of data capture of audiences at performances with in-person and online engagement;
- Conduct audience development research to source new audiences and to consolidate and maintain existing audiences.

General:

- Collate of copy for publications, play-scripts and programmes;
- As appropriate, support the company's activities in other departments;
- As appropriate, support the company's outreach initiatives;
- Attend performances, press conferences and other events, as necessary;
- Perform other duties that may be required by the company from time to time.

PERSON SPECIFICATION:

The successful candidate will be able to demonstrate strong examples from their past experience highlighting that they have both the energy and enthusiasm for this role.

Knowledge and Experience:

- Proven ability to implement successful marketing and communications strategies.
- Minimum of 2 years' experience in a significant marketing role.
- Marketing qualifications or a proven track record in the area.
- Excellent on-line communications knowledge and experience across website content management, SEO, email clients (Mailchimp or similar) social media, Google ads, and other relevant online systems and platforms.
- Experience and understanding of budget planning and management.
- An understanding and working knowledge of the theatre, arts & culture sectors.

Skills:

- Ability to think strategically and translate into effective action plans;
- Strong written, editorial, and verbal communication skills;
- Excellent IT skills, with a high level of proficiency in MS Office essential;
- Experience with design or video and photo editing software would be an advantage.

Personal Attributes:

- Positive, energetic, and committed to the ethos, values, and ambition of Fishamble;
- Ability to multi-task, prioritise competing demands and meet deadlines;
- Approachable, a good communicator who credibly represents their role internally and externally;
- Someone who takes ownership and responsibility and works well in a small team.

TERMS:

Location: The role is primarily based at Fishamble's office in Dublin 1, however most staff are currently working from home due to COVID-19 restrictions and it is anticipated that some level of remote working will continue to be available once restrictions are lifted. Fishamble is open to discussing other flexible working options.

Duration: This is initially a 3.5 month contract.

Hours: The Marketing Assistant is a full-time role (37.5 hours per week) working mainly Monday-Friday, however some weekend and occasional evening work will be required. A flexi-time or part-time arrangement could be negotiated.

Salary: €27,000 – €29,000 per annum, pro-rated, commensurate with experience.

The successful candidate can be paid through company payroll as short-term employee, or be paid by submitting invoices as a freelance contractor. Short-term employees who make contributions to a PRSA will have contributions matched up to 3% for the duration of the contract.

ADDITIONAL INFORMATION:

- Interviews are anticipated to take place via Zoom during the week of 30th August 2021.
- It is hoped that the successful candidate will have started the role by mid-September 2021.
- Fishamble is an equal opportunity employer.
- More information about Fishamble can be found at www.fishamble.com

HOW TO APPLY:

To apply for this role, please email your CV and a cover letter outlining your suitability for the role to eva@fishamble.com by 5pm, Monday 23rd August.

Please use 'Marketing Assistant – Your Name' as the subject of your email.