



Marketing and Communications Officer (p/t)

Project Arts Centre is seeking a part-time Marketing and Communications Officer with energy, commitment and enthusiasm to support the growth and daily operations of the organisation's Communications and Audience Development Department.

Project Arts Centre is more than a venue. Built around a community of artists, audiences, members, staff, Board and other stakeholders, it is:

- A home for contemporary arts
- A producing house
- An artist resource
- A critical hub.

The successful candidate will understand the artist-led ethos at Project, which is creative, ambitious, loyal, edgy, energetic, supportive, passionate, empowering, courageous and open. They will be excited by the creative possibilities in promoting the organisation's unique identity and capacity.

The Marketing and Communications Officer is a key member of the Project Arts Centre team who will report to directly to the General Manager and work closely with the Artistic Director, Visual Arts Curator and other staff.

The role will include the marketing of the PAC programme, press and publicity, audience development and the provision of services to incoming artists, clients, friends and sponsors.

DUTIES AND RESPONSIBILITIES INCLUDE:

The Marketing and Communications Officer will be one of a team of two people and will share the responsibility for:

- marketing & promotional campaigns for the visual arts and performance programmes, direct mail, e-marketing, advertising, social media management, website management (including content creation), materials distribution, copywriting and design across the regular Project programme and once-off events
- Press & publicity: drafting and distribution of press materials and releases, media monitoring, press reporting, event and invite management and institutional marketing support

- Website development
 - Liaising with the General Manager on the communications budget
 - Research into audiences, monitoring of attendance across art forms and strategies for audience development
 - Sales projections and monitoring of outcomes across Box Office and other income generation projects
 - The Project People/ Friends programme
 - Assisting with the development of an access and engagement programme in line with Project's strategic vision in collaboration with the Artistic Director and the General Manager along with other teams/ individual staff members and key stakeholders such as Project Artists, Project People, audiences, community groups and schools, as well as key partner organisations such as ADI
- The Marketing and Communications Officer will also be expected to support the work of:
 - Box Office staff and Box Office operations & analysis including database management, industry benchmarking, website analytics and sales reporting
 - A Communications Consultant who will work with the organisation to develop a five-year Communications Strategy as part of PAC's next five-year plan (2021 – 2015)

Skills & Education:

The successful candidate will have:

- A minimum of two years of relevant experience in Marketing/ Communications
- A high level of competency in written language, organisational skills with acute attention to detail, clarity of presentation and ability to handle a busy work-load.
- A high level of competency in IT including but not limited to Microsoft applications including Word and Excel, and a working knowledge of Photoshop, WordPress or similar CMS would be an advantage
- Knowledge and experience with box office systems, preferably Ticketsolve
- An ability to work as a creative and cooperative part of a larger team
- Experience with various social media profiles, including Facebook, Twitter, YouTube and Instagram
- Experience of audience development, an interest in broadening Project Arts Centre's reach, and ideas for extending the ways in which the public engages with the arts
- The ability to work independently and effectively in a busy environment

- Excellent problem-solving skills.
- A demonstrable interest in contemporary arts in Ireland most particularly in performance and visual art

Also desirable but not essential:

- A Degree in an Arts or Marketing related subject

TERMS & CONDITIONS:

Hours: This role is part-time – 2.5 days per week (ideally Monday to Friday but this can be negotiated). There is the possibility of some out of hours work.

Salary: €30,000 pro-rata

Pension: There is no company scheme but PAC will facilitate payments to selected pension plan.

Holidays: 24 days (inc. 4 days for Christmas closing) pro-rata