



Audience Development & Communications Manager – F/T (Maternity Cover)

Project Arts Centre (PAC) is seeking applications from skilled, experienced and motivated individuals to join our Marketing & Communications team at Ireland's foremost Contemporary Arts Centre. Project is a vibrant, welcoming hub that connects artists, audiences and local communities, promoting exchange, experimentation and collaboration, and the presentation of extraordinary work that inspires and provokes. Based in Temple Bar, Dublin 2, Project Arts Centre consists of two performance spaces and a gallery. We present hundreds of performance and visual arts events to the public each year, and provide a range of supports to individual artists and companies who are part of our Project Artists initiative, and work with local communities and schools to reach new artists and audiences.

Job Description

The ***Audience Development & Communications Manager*** will be excited by the creative possibilities in promoting Project's unique identity and capacity. They will understand the artist-led ethos at Project, which believes in the value of an equitable, diverse, inclusive, sustainable artistic and social space, which buzzes with ideas and experimentation, connecting people in creative processes that engage with the messiness of lived experiences and questions the status quo.

The *Audience Development & Communications Manager* is a key member of the wider Project Arts Centre team. They will report directly to the Executive Director and work closely with the Artistic Director, Visual Arts Curator, Head of Project Potential and other staff to develop and deliver Project's marketing and communications objectives. Part of a team of two, they will work particularly closely with the *Audience & Media Marketing Manager*, sharing general day-to-day responsibilities within the Marketing & Communications department, but taking the lead in key areas. The two department managers will work to achieve Project's marketing and communications objectives as per the Communications Plan 2022-2026 together.

Key areas of work include: a focus on PR; developing and maintaining an up-to-date media contact database; and overseeing the distribution of regular press releases on Project's key programming activity. The successful candidate will take the lead on departmental activity in Google and Mailchimp analytics, as well as paid social media campaigns. The role will include the marketing of the PAC programme, management of institutional marketing, press and publicity, and the development of strategies for audience development, income generation as well as the provision of services to incoming artists, clients, friends and sponsors. Duties & Responsibilities will include:

Departmental Management

- Working with the Audience & Media Marketing Manager to assess responsibilities and workflow, optimising lead schedules in key areas

- Tracking departmental activities and formalising documentation and learnings throughout the year
- Developing and disseminating short up-to-date handbook for incoming companies and artists around Marketing & Communications at Project
- Allocating time each to review departmental roles and responsibilities together

Institutional Marketing / Brand Building

- Endeavour to place Project in the public eye, locally, nationally and internationally throughout the year – both online and offline
- Create short, medium and long-term marketing and communications strategies to raise awareness about Project's work, and artist supports
- Work with the Artistic Director and Executive Director to devise marketing and audience development strategies to support the objectives of Project's strategic plan and TEDI
- Liaise with any external consultants to support the strategic development of the organisation
- Identify new opportunities to position Project as Ireland's leading centre for contemporary art

General Marketing

- Devise and implement marketing, communications and press strategies in line with Project's new strategy 2022 - 2026 and TEDI
- Manage marketing & promotional campaigns, e-marketing, advertising, social media management, website management and distribution of materials
- Write copy for all marketing materials [flyers, posters, website content, social media, press releases, newsletters etc.]
- Liaise with visiting companies on the promotion of their work
- Liaise with external suppliers - designers, printers, photographers etc
- Manage Project's marketing budget in consultation with the Artistic Director and Executive Director
- Oversee the design and print of signage, billboard and all print materials
- Explore and maximise partner marketing opportunities, including (but not limited to) neighbourhood venues, sector organisations etc
- Manage and oversee the building's internal and external promotional displays, updating of posters and signage and any other relevant information
- Represent Project at industry events when required
- Liaise with internal departments to ensure communications' objectives are met
- Review and monitor communications in relation to access and TEDI policy objectives

Digital Marketing

- Roll out the new digital strategy, grow Project's online presence and set clear measurable objectives to achieve this
- Manage and deliver all digital promotional activity including website updates, social media and e-mail marketing
- Optimise web presence utilising social tools, SEO, Google Ad Words and social content to help drive engagement, brand profile, and revenue

- Create and execute innovative and engaging social media content – to include institutional and programme messaging - across all relevant platforms to grow Project's online reach and to reach diverse audiences
- Adopt and adhere to Project's tone of voice with a view to creating a consistent voice and presence for the organisation
- Design and manage all paid advertising
- Develop and drive a content plan
- Implement efficient workflows and review at regular intervals
- Develop a reporting framework based on analytics and insights that enables Project to set measurable goals against its digital activities

Audience Development

- Guide the wider Project team to develop an organisation-wide commitment to growing audiences, deepening engagement with existing audiences and supporting the implementation of Project's new EDI policy
- Identify opportunities for strategic audience development
- Conduct appropriate market research to understand the changes in audience patterns and to inform audience development plans
- Constantly and optimise communication methods, channels and technologies to engage with various audiences [general public, stakeholders, diverse communities etc]

Stakeholder and Fundraising Support

- Manage and maintain stakeholder databases and update at regular intervals
- Ensure the requirements of all funding partners are met in terms of brand exposure, crediting etc
- Deliver marketing information as required for key funding applications during the year
- Devise plans to communicate Project's fundraising initiatives
- Manage and implement systems for managing and analysing fundraising data

Relationship Management

- Work in partnership with visiting companies, producers and partners to deliver on marketing objectives and targets

Box Office and Sales

- Provide support in the area of Box Office and Sales to the Audience & Media Marketing Manager
- Liaise and work with the Box Office team to maximise data capture and to analyse customer trends to identify proactive sales incentives as required
- Monitor and focus on the achievement of box office targets, set in conjunction with visiting companies, and take appropriate action where required
- Maximise use of Box Office data to optimise marketing activity
- Ensure all marketing and PR plans are aligned to support ticket sales

Design

- Create visually appealing imagery for print material and for use on social media

- Liaise with external designers where appropriate

PR

- Lead in the area of PR with support from the Audience & Media Marketing Manager as needed.
- Develop and maintain an up-to-date media contact database
- Build and develop positive relationships with key arts media
- Coordinate all press enquiries
- Craft and issue press releases on Project's key programming activity on a quarterly basis, or in tandem with major announcements
- Liaise with visiting companies on press requests and invitations
- Monitor and file all media coverage using Meltwater reporting

Admin and database management

- Maintain a 'Champions and Targets' database in tandem with audience development objectives
- Develop and maintain any other appropriate databases
- Ensure GDPR compliance across all internal and external communications

Research and Reporting

- Devise appropriate audience research and surveys
- Provide support to the Audience & Media Marketing Manager on creating annual / quarterly summaries of sales patterns and audience analysis using Ticketsolve
- Lead in the creation of annual / quarterly summaries of Google Analytics
- Share responsibilities with the Audience Development & Communications Manager in the creation of social media insights and reports
- Provide support to the Audience & Media Marketing Manager in tracking and evaluating all marketing activities and present a year-end report on efficacy of the campaigns
- Lead in tracking and evaluating all PR activity for a year-end report as needed

Training / Professional Development

- Identify opportunities to engage in relevant training
- Keep up to date with the sector and link in with any relevant or beneficial networks

Terms and Conditions

Salary: €35,700

Pension: A company scheme has recently been introduced with a small employer contribution

Holidays: 20 days p/a + 4 days closure at Christmas & 9 days statutory Bank Holidays (all pro-rata)

How to apply:

Letters of application to be accompanied by an up-to-date CV and the names of two referees. Send your application by email to jobs@projectartscentre.ie FAO Orla Moloney, Executive Director

Project would like to encourage applications from candidates coming from a diversity of national, ethnic or cultural groups (including, but not limited to Asian, Black, Traveller and minority ethnic, refugees, people with disabilities, working-class and LGBTQI+ artists).

Application Deadline:

Wed 28 June

Interviews:

Thursday 6 July

For more information, see www.projectartscentre.ie