



## **Digital Communications Officer (Full Time)**

Project Arts Centre (PAC) is seeking applications from skilled, experienced and motivated individuals to join our 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 contemporary performances 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. We work with local communities and schools to reach new artists and develop new audiences.

### **Job Description**

The **Digital Communications Officer** (reporting to the Head of Communications) is a full-time position based in Project Arts Centre and is a key member of the wider Project Arts Centre team. They will be excited by the creative possibilities in promoting Project's unique identity and capacity and they will understand the artist-led ethos at Project, which believes in the value of an equitable, diverse, inclusive, sustainable artistic and social space.

The **Digital Communications Officer** will work closely with the Head of Communications, Artistic Director, Executive Director, Curator of Visual Arts, Head of Project Potential and other staff to develop and deliver Project's marketing and communications objectives. With the support and guidance of the Head of Communications, the Digital Communications Officer will work to achieve Project's marketing and communications objectives as per the Communications Plan 2022-2026.

While this is a varied role, this position will involve a focus on digital and social media, and the candidate should have demonstrable experience in delivering successful digital marketing and communication campaigns.

### **Roles and Responsibilities:**

#### **Communicating Project's Artistic Programme:**

- With the support of the Head of Communications, liaise with incoming artists and companies to gather relevant marketing and communication materials to set up events, performances and exhibitions as part of Project's Artistic Programme
- Work closely with the Box Office on the set up of events, merchandise, products and regularly report on sales activity
- Become a point of contact for companies and artists who present work in Project and support them in the delivery of their essential marketing and communications materials

#### **Digital Content Creation & Communications:**

- Manage consistent and regular email communications and campaigns through Mailchimp
- Create engaging digital content for online channels including Project Arts Centre's website, social media and Mailchimp
- With support of the Head of Communications, assist with the development of a social media strategy which supports a robust and creative content calendar
- Manage social media accounts for the organisation, including Instagram, X, Facebook and LinkedIn
- Create and deliver engaging and compelling digital content to feed into the social media content calendar
- Develop a reporting framework based on social media analytics and insights that enables Project to set measurable goals against its digital activities
- Write compelling and creative digital copy ensuring that the content is consistent with Project's voice, style and tone
- Keep on the pulse of relevant digital trends, whilst always endeavoring to safeguard Project's identity as Ireland's leading contemporary arts centre
- Evaluate opportunities to run digital ad campaigns
- Set up, monitor and report on paid digital advertising

- Assist the Head of Communications in the management of the communications budget and liaise with external photographers, videographers, printers and designers as needed
- With support of the Head of Communications, keep track of relevant contracts and spending to enable quick and efficient settlements for outgoing companies and artists
- Assist the Head of Communications to explore and maximise partner marketing opportunities, including (but not limited to) neighborhood venues, sector organisations etc.

### **In House Marketing & Audience Development:**

- Deliver institutional marketing campaigns through in-house posters, digital screens and the iconic Project billboard and work with incoming artists and companies to support them in the delivery of in-house marketing and communications materials
- Support the Head of Communications in developing an audience development strategy, with an emphasis on driving engaged relevant traffic to Project's events, activities and programme
- Proactively liaise with companies and artists to support them in producing engaging digital content to encourage sales and bring in new audiences

### **PR**

- Support the Head of Communications in developing and disseminating press releases and monitoring PR coverage

### **Fundraising:**

- Support the Head of Communications and Artistic Director with delivering fundraising activities and create engaging digital content to compliment these activities
- Deliver marketing information as required for key funding applications during the year and support the Head of Communications to devise plans to communicate Project's fundraising initiatives

## **Essential Criteria**

- At least 2 years' experience working in a digital communications role in a fast-paced environment
- Ability to use the Adobe creative suite including Photoshop and InDesign
- Experience in the creation of visual content, graphics and video
- The ability to work as part of a busy and highly motivated team
- An interest and knowledge of the arts scene in Ireland
- A commitment to and understanding of Equality, Diversity & Inclusion

## **Desirable Skills and Knowledge**

- Have excellent knowledge and understanding of digital analytics, goal setting and reporting
- Experience in using digital marketing tools such as Meta Ad Suite, Google Analytics and Google Ad Words
- Experience of multimedia content creation including photo / video editing and design
- Proficient in using WordPress or similar website platforms like Craft CMS
- Experience of using Ticketsolve or a similar platform an advantage
- Experience of working in an arts venue
- Experience of creating **accessible** digital content

## **Terms and Conditions**

The **Digital Communications Officer** will work a 40 hour week (Mon – Fri 10am – 6pm).

Salary: €32,000 - €35,000

Pension: A company PRSA scheme is available once probation is complete  
Holidays: 24 days p/a (this includes mandatory 4 days for closure at Christmas) & 9 days statutory Bank Holidays.

## **How to apply:**

Please send a letter of application to be accompanied by an up-to-date CV and the names of two referees by email to [jobs@projectartscentre.ie](mailto:jobs@projectartscentre.ie) FAO Orla Moloney, Executive Director.

Project would like to specifically 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:**

Monday 6<sup>th</sup> January - 6pm.

Late applications will not be considered.

**Interviews:**

W/C 20<sup>th</sup> January in Dublin City Centre.

For more information, visit [projectartscentre.ie](http://projectartscentre.ie)