



Position Available

MARKETING AND PUBLICITY OFFICER

Working closely with the Artistic Director, the Marketing and Publicity Officer at the International Dance Festival Ireland is responsible for effectively communicating the festival programme to the public and raising the Dublin-based festival's profile with audiences both potential and current at home and abroad. The role involves direct communication with the artists being presented within the Festival and managing their marketing needs and expectations within the context of the marketing plan and budget. Additionally this post holder will work towards delivery of all audience targets, both in terms of ticket sales and demographic/geographic development.

Strategic Duties

1. Implementation of a marketing plan for the annual festival, in collaboration with the festival director and any external consultants, working across areas of the marketing mix.
2. Capturing and analysing customer data to support future marketing plans.
3. Managing detailed and budgeted marketing plans for all activity undertaken, including timescales.
4. Produce marketing reports as requested that analyse the success of campaigns using Box Office income and marketing statistics.
5. Prepare information required for the Arts Council and other funders
6. Devising and managing ticketing schemes best suited to the festival. These may include managing relationships with external ticketing agencies and venue box offices.
7. Managing and maintaining all postal, web, and email mailing lists.
8. Plan and co-ordinate publicity distribution methods and liaise with commercial distributors; develop new outlets and network opportunities for festival publicity.

Publicity, Print and New Media

1. Manage production and distribution of the festival brochure and programmes
2. Compile, copy-write, and collate imagery; clear copyright; and oversee design and print process ensuring on-time and on-budget delivery. This includes the briefing and tendering processes with outside contractors.
3. Co-ordinate deliveries of publicity and marketing materials to and from the building (printers, mailing house etc.).
4. Ensure and develop the effective distribution of the brochure via the festival mailing lists, distribution agents, and other outlets.
5. Ensure that publicity, press, and marketing materials are produced and distributed to a consistent standard; are factually correct; and appropriately represent the festival.
6. Oversee the festival website and external websites, ensuring all information is current and accurately reflects the festival's activities. Ensure the websites are being utilised to their fullest potential.
7. Ensure that all listings for events and productions are properly issued and carried by all forms of media output.
8. Compose, design, and distribute regular email bulletins using appropriate bulk email distribution software.

Audience Development

1. Identify and devise campaigns to attract potential new audiences/groups to the festival.
2. Assist in the development and implementation of strategies to increase the distinctiveness and differentiation of the festival's artistic programme.
3. Work towards increasing demographic and geographic penetration.

Press and Public Relations

1. Act as the main point of contact for and manage the festival's external PR company.
2. Build effective relationships with representatives of press and publications.
3. Deal with general press enquiries, as well as listings, press seats, press packs, and information and photographic material in conjunction with external press officers.
4. Assist with photo-calls and press nights.
5. Maintain departmental and production files, archives, and press cuttings.
6. Develop targeted press kits for visiting promoters and press.

Database / Mailings

1. Maximise the efficient and profitable use of the festival mailing list and databases.
2. Assist in the development of mailing lists to support campaign objectives.
3. Co-ordinate direct mail campaigns with internal and external parties.
4. Draft, design and layout in-house publicity material and direct mail letters.
5. Compile, write, and collate imagery for all festival e-list communication

Administrative Duties

1. Ensure all financial, due diligence (in relation to Data Protection in particular), and contractual information is efficiently completed.

Person Specification

The ideal candidate will be able to demonstrate the following skills, experience and qualities:

Essential

- Education to degree or equivalent level - a significant body of relevant experience will be considered in lieu of a degree.

Skills

- Ability to prioritise, organise own workload, and work effectively in a busy and demanding environment.
- Excellent time management.
- Ability to work extended hours when necessary.
- Highly self-motivated and able to find quick and effective solutions to practical problems.
- Excellent communication skills -- both written and oral -- with a range of people and environments.

Experience:

- General arts marketing experience of at least 2 years+ preferably within a festival environment.
- Experience of managing/supervising the work of others.

Desirable

- Good IT skills, including web design and/or content management.
- Events experience.
- Able to start within four weeks of job offer.
- Desired skills include knowledge of Microsoft Windows operating system, HTML, Quark, and Adobe (Photoshop a plus.).

* * * * *

The mission of the International Dance Festival Ireland is to deliver one of the finest international dance festivals in Europe whilst promoting the best of contemporary dance and developing its audience in Ireland. The Festival aims to present the best of international contemporary dance within a festival context; to inspire and excite audiences and artists through excellence and innovation; to increase access to the art form and reflect its diversity through a stimulating range of events; to promote Ireland as an international focal point for artist exchange and collaboration; and to support Irish choreographers through networking and showcase opportunities with international dance presenters.

Full-time position starts Monday, January 7, 2008. Salary commensurate w/ experience.

To Apply: e-mail cover letter and CV to info@dancefestivalireland.ie by Thursday, November 22, 2007.

Interviews will be held the week beginning Monday, December 3, 2007.