



**Job Title: Development and Marketing Associate**

**Reporting to:** Marketing and Development Manager

**REMIT:**

As Development and Marketing Associate of Dublin Fringe Festival, you are a key member of our team. Your job is strategic, social and puts into practice your strong beliefs about philanthropy and the importance of a strongly linked connection between marketing and fundraising activity. You will take the lead and initiative on your own projects and you will support and work with the Marketing and Development Manager and other members of the marketing and press team. Over the course of your six-month contract, you will deliver key aspects of our marketing and development strategy, consolidating partnerships and sales that propel the festival forward.

You believe that Fringe deserves the support of commercial entities, individuals and community organisations, and are determined to sustain the organisation's well-being by seeking and securing this support. Alongside the Marketing and Development Manager, you foster and maintain the organisation's connections with our sponsors, partners and donors. You implement and develop the festival's individual giving schemes, sustaining relationships with existing members and cultivating new connections. You nurture connections within the business and corporate community, developing proposals and securing sponsorship partnerships via Fringe's corporate FringeKin programme.

You interact closely with the marketing, programming and administrative branches of the organisation. You are connected to our Board of Directors and pursue leads arising from their personal and professional networks. You provide key marketing support to the Marketing and Development Manager, in the development of marketing materials and activation and group sales. The role asks for your highest level of entrepreneurialism, discretion and interpersonal skills. This role may work with your broader professional portfolio if there is no conflict with existing clients or projects. Your work will greatly influence the well-being of the organisation and is integral in enabling Fringe to achieve ambitious artistic and curatorial objectives. You'll do it alongside one of the most skilled, dynamic, supportive and hard-working teams in Ireland. Fringe recognises the need for flexible employment arrangements and is open to accommodating variable work formats and schedules.

**About Dublin Fringe Festival**

Dublin Fringe Festival is home to bold ideas, brave performing arts and adventurous audiences. Fringe is a curated, multi-disciplinary festival and year-round organisation focusing on fresh and innovative approaches to the arts from Irish and international makers. The festival is where artists challenge, subvert and invigorate their disciplines and practice.

An active curator, Fringe supports artistic vision, ambition and excellence across a range of art forms and offers supports, resources, space, time and professional development to the Irish independent arts sector. Followed by fans and first timers alike, Dublin Fringe Festival draws more than 30,000 spectators for 16 days each September and transforms Dublin into an exposé of great creative talent from around the globe.

The scale and environment of the festival broadens arts participation, introducing artists and audiences and playing a pivotal role in the fabric of Dublin and Irish cultural life. Dublin Fringe Festival is a platform for the best new, emerging Irish arts companies and a showcase for the finest international contemporary performing arts. For artists, Fringe facilitates opportunities to innovate, to cross boundaries and strengthen the conditions in which they work. For audiences, Fringe is the place to discover meaningful, exciting and unforgettable cultural experiences. [www.fringefest.com](http://www.fringefest.com)

## **KEY RESPONSIBILITIES**

### **DEVELOPMENT**

- Secure in-kind and community partnerships
- Implement individual and small-scale giving strategies
- Hosting, liaison and ambassadorial duties
- Research contacts and assist in making partnership pitches
- Devise creative strategies to reach development targets

### **MEMBER SERVICES AND EVENT PLANNING**

- Plan and produce individual giving activities with Marketing and Development Manager
- Assist Marketing and Development Manager with festival launch and other key events
- Coordinate member services
- Membership recruitment
- Management of box office services for members

### **MARKETING**

- Oversee group sales and outreach strategy, meeting targets set by Marketing and Development Manager
- Finalise ad sale negotiations and delivery
- Implement audience surveys
- Support Marketing and Development Manager in delivery of key marketing materials including the festival brochure
- Support Marketing and Development Manager in sponsorship and partnership activations

### **WHAT YOU BRING TO THE ROLE:**

- A minimum of two years' experience in marketing, sales, development, community relations and/or fundraising
- Knowledge and/or experience of commercial and arts sectors
- Strong organisational skills and the ability to work under pressure to multiple deadlines
- Confidence, initiative, attention to detail, persistence, people skills

### **HOW TO APPLY**

To apply for this position please send a cover letter and CV in PDF format to Kate O'Leary, Marketing and Development Manager at [kate@fringefest.com](mailto:kate@fringefest.com).

**Closing date for applications is 6pm on Wednesday, March 15, 2017.** Only shortlisted applicants selected for interview will be contacted.

**Interviews** will take place during the week of 20 March 2017.

**Remuneration:** €13,000-€15,000 from April to end of September. Part-time/full-time days somewhat negotiable, with an expectation to be full time in the lead up to the festival.