



Job Title: Marketing Officer
Reporting to: Marketing and Development Manager
Duration of position: May 2018 – October 2018
Days: 3 days per week May – July / 5 days per week 6 August – 28 Sept
Festival dates: 8 – 23 September 2018

REMIT:

As Marketing Officer at Dublin Fringe Festival, you are a key member of our team. Over the course of your five month contract, you deliver key aspects of our marketing and development strategy. You support and work with the Marketing and Development Manager and other members of the wider festival team. You assist in fostering Fringe’s community, connecting audiences to artists and cultivating new relationships for the festival. You help to advance Fringe’s profile as one of Ireland’s flagship cultural organisations and most-loved festivals. You support artists as they prepare for their shows to take to the stage. You work closely with other departments of the festival team including PR, programming, box office and volunteers as well as with designers, suppliers, sponsors and partners. You bring to life Fringe’s bold artistic vision through exciting content, creative copy and dynamic engagement with our online and offline communities. You’ll do it alongside of one of the most skilled, dynamic, supportive and hard-working teams in Ireland.

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. Followed by fans and first timers alike, Fringe draws more than 30,000 spectators for 16 days and nights each September and transforms Dublin into an exposé of great creative talent from around the globe. Fringe 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. Fringe will celebrate its 25th edition in 2019. www.fringefest.com

KEY RESPONSIBILITIES

- Assist in the production of festival brochure and other **print collateral**: gather content from artists and partners; liaise with designers and printers; copywriting and proofing
- **Digital marketing** including website management, content creation, coordination of direct mail, digital advertising, Google AdWords campaigns
- **Support festival artists** on marketing plans for individual shows: one-on-one meetings; liaison via email
- **Coordination of events** and activities such as the festival launch, campaign photoshoot, preview events as well as undertaking hosting duties
- Oversee **group sales and outreach** activity
- Support Marketing and Development Manager in **sponsorship activations** and managing relationships with partners

- **Management of FringeKin**, the festival's membership programme
- Consolidation of **in-kind and community partnerships**
- Provide **development and fundraising support** including: research of contacts, preparation of collateral for sponsorship pitches; assistance in partnership pitches

WHAT YOU BRING TO THE ROLE:

- Creative flair
- Strong copywriting skills and innovation in content creation
- Confidence, initiative, people skills
- Strong organisational skills, attention to detail and the ability to work under pressure to multiple deadlines
- Knowledge or experience of the arts sector
- A third level qualification in marketing, arts or design is desirable
- Experience in marketing, design, sales, development, community relations or PR is desirable
- Design skills are an advantage but not essential

HOW TO APPLY

To apply for this position send a cover letter (please detail how your skills relate to the role and to the organisation) and CV in PDF format as well as to Kate O'Leary, Marketing and Development Manager at kate@fringefest.com.

Closing date for applications is 5pm on Thursday 29 March 2018. Only shortlisted applicants selected for interview will be contacted.

Remuneration: €8,500 - €11,000 (contingent upon days worked). Part-time/full-time days somewhat negotiable, with an expectation to be full time in the lead up to the festival.

Dublin Fringe Festival is committed to a diverse workplace, and to supporting our staff with ongoing career development opportunities. People of colour, people with disabilities, members of the Traveller community, LGBTQ candidates and candidates of all gender identities are strongly encouraged to apply. Must have, or be willing to acquire, legal status to work in the Republic of Ireland.

www.fringefest.com