

Job title: Marketing and Development Manager
Reporting to: General Manager
Responsible For: Overseeing and managing Dublin Fringe Festival's Marketing and Development activity.

About the role:

Dublin Fringe Festival is a year-round organisation that is a home to artists and a platform for brand new work across every discipline. It is a thriving community that celebrates bold ideas and brave art every September, marking its 25th edition in 2019.

As Marketing and Development Manager you are a key member of our core team. You'll work closely with all other departments to ensure a cohesive brand strategy across all marketing and fundraising efforts. Your job is creative, tactical and enterprising. You foster Fringe's community, building a network to increase the organisation's impact in Ireland and abroad. You connect artists with audiences. You build new relationships with supporters, businesses and sponsors, advancing Fringe's brand as a much-loved festival and engine room for new art.

Within this role, you create and execute the strategy. You decide how we communicate the festival programme, how we sell tickets, how we talk about the incredible artists we work with and how we connect with stakeholders. It's a chance to dream big. Fringe presents brave, bold and rule-breaking work each September; our marketing and development activity reflects that.

We want you to put your stamp on Fringe. You'll take initiative, work closely with artists and creatives, devise and lead projects and contribute to the life of Ireland's most exciting arts festival. You'll do it alongside 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.

Ireland's largest multi-disciplinary arts festival and operator of the year-round artist support centre FRINGE LAB in Temple Bar, Dublin Fringe Festival 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 40,000 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

What the job entails:

Devising and implementing creative, effective marketing and development strategies and managing key relationships in Dublin Fringe Festival's 25th year and beyond.

MARKETING AND BRAND MANAGEMENT

- Create an innovative audience development and sales strategy built on the Fringe brand.
- Devise and manage an annual marketing budget, securing vendors and contractors.
- Manage digital marketing activity including a website, email, and online advertising; maintain social media channels and generate dynamic and engaging content, providing comprehensive analytics and analysis.
- Supervise all design and print work with an external design firm including an annual visual campaign and festival brochure in coordination with the Festival Director and General Manager.
- Coordinate with the Programming team to liaise with and coach festival artists in the development of their marketing, PR and fundraising campaigns.
- Facilitate integrated campaigns, working closely with the festival publicist and box office team to ensure consistent implementation.
- Develop opportunities to build overseas audiences and to connect with the tourism market.

DEVELOPMENT

- Build and manage relationships with stakeholders including funders, corporate partners, commercial sponsors, media and hospitality partners.
- Oversee individual giving campaigns and a membership scheme, identifying opportunities and meeting growth goals established with the General Manager.
- Work with the Festival Director, General Manager and Board of Directors Development Committee to identify new sponsorship, philanthropy, and partnership opportunities and follow up with imaginative fundraising propositions, decks and pitches.
- Assist the General Manager in the compilation of funding applications and post-event reports.
- Recruit and manage a seasonal team of interns and support staff.

OTHER DUTIES

- Other duties as required to support the Festival Director and the General Manager.
- Fringe HQ is an active place with a small team year-round. At different points of the festival cycle, you'll be expected to provide support to your colleagues, to the building and to the artists that work there.

Person Specification - What You Bring To The Role:

Essential:

- Creative and innovative thinking.
- Fantastic writing skills.
- Literacy in digital marketing and analytics: web updates, email marketing service providers and all Microsoft and Google applications.
- Experience of devising and implementing successful communications campaigns, including decks and proposals.
- A strategic approach to problem solving.
- Knowledge about the latest trends and developments in marketing and fundraising.

- Experience managing staff and supporting artists.
- Superior communication and interpersonal skills, and an ability to work in an open-plan office environment.
- Great attention to detail and administrative skills. You have the proven ability to multitask and work to tight deadlines.
- Excellent time management skills. You can handle a busy workload.

Desirable:

- Big ideas.
- Heaps of initiative.
- A grá for the arts in Ireland and for edgy new work in particular.
- A true passion for connecting artists and audiences.
- Strong knowledge base of events and venues in Dublin and Ireland.
- Experience in a fast-paced environment.

Terms and conditions of employment:

- The position is for a one-year contract and includes a 6-month probationary period.
- This is a full-time position of 5 days a week, with the normal working day being 35 hours per week, 10am to 6pm. It is understood that at times you may be expected to work such hours as are necessary to support the workload in question. Any hours worked over the contracted hours per week outside of the festival period may be taken in lieu with prior agreement with the General Manager.
- The position holds an entitlement of 20 days holiday per year, plus all public holidays.

Salary: Circa €35,000 – €37,000 per annum commensurate with experience

How to apply:

To apply for this position please send a CV detailing your experience and listing two references (preferably with their email addresses) and a covering letter telling us:

1. Why you're right for this role; both in terms of experience and meeting the selection criteria
2. Why you want to work at Fringe

Applications must be submitted to recruit@fringefest.com and addressed to Shannon Lacek, General Manager. Your application will be treated with the strictest of confidence.

Closing Date for applications is 12pm noon Thursday 17th January 2019.

Candidates selected for interview will be asked to give a short presentation to be delivered to the interview committee. Details of this will be communicated in advance of an interview. First round interviews will take place between **28-29 January** with second interviews **4-5 February** if necessary.

Dublin Fringe Festival is an equal opportunity employer and welcomes applications from all sections of the community. Dublin Fringe Festival is core funded by the Arts Council / An Chomhairle Ealaíon, Dublin City Council and Fáilte Ireland.