



Marketing Officer (Full Time)

Job Description

The Lir Academy:

The Lir Academy at Trinity College Dublin, which opened its doors in September 2011, was developed by a partnership of the Cathal Ryan Trust and Trinity College Dublin. It is formally associated with the world-renowned Royal Academy of Dramatic Art (RADA) in London.

The Lir aims to train young actors, designers, directors, playwrights, stage managers and theatre technicians to the highest international standards for careers in the theatre and allied professions. The Lir offers a three-year Bachelor in Acting (Hons) degree, a three-year Bachelor in Stage Management (Hons) degree, a one-year Foundation Diploma in Acting & Theatre and one-year Master of Fine Art programmes in Playwriting, Stage Design (including set, costume and lighting) and Theatre Directing. A range of short courses are also being offered and further courses are planned.

The training offered by The Lir is closely linked to the ever-changing needs and directions of the theatre industry. The Lir has also fostered close links with the allied professions of film, television, radio and new media. The Lir is housed in an exciting new building at Grand Canal Dock, designed specifically for the range of courses it offers. It features a flexible black box studio with a seating capacity of more than 130, as well as smaller performance studio, a dance studio, technical workshop, scenic art workshop, wardrobe workshop, design studio and a range of flexible teaching spaces to suit the training needs of The Lir's theatre practitioners.

All full-time students at The Lir are fully registered students of Trinity College Dublin and all degrees and diplomas are conferred by Trinity.

Position Overview:

Full time Marketing Officer

The marketing officer will be a key member of a small team that includes a full-time Director, Administrator, Director of Technical Training, Head of Construction, Marketing Manager, Admissions Officer, Head of Stage Management, Foundation and Short Course Director, Venue and Events Manager, Development Manager, Head of Lighting and Production Manager. This team is complimented by part-time Resident Theatre Director and Designers and a team of part-time teachers, all of whom maintain direct connections to professional theatre, TV and film.

An Academic Director, currently Prof. Brian Singleton, is seconded by Trinity College to work with all Lir staff to ensure that courses continue to meet Trinity's academic standards and requirements.

Post Summary:

The Lir Academy is seeking to appoint an individual with energy, initiative and a strong customer focused approach, to support the growth and daily activities of the dynamic marketing department.

Main Duties and Responsibilities

- Assisting with the implementation of The Lir Academy's digital marketing strategy including social media, display advertising, email marketing and remarketing.
- Keeping up to date with industry trends in order to provide content for social media.
- Updating The Lir Academy website.
- Assisting with the production of all promotional materials for all in house productions i.e. posters and programmes.
- Responsible for the distribution of marketing materials.
- Assist with reviewing all marketing activities on a quarterly basis.
- Responding to customer enquiries.
- Providing admin support to the director of marketing including analysing course feedback, proof reading, reviewing marketing campaigns, database management and website analysis.
- Providing marketing support to other functions within The Lir Academy.

Person Specification

Qualifications, Knowledge & Experience

- Marketing or related degree (or relevant experience).
- 2+ years experience working in a marketing environment.
- Experience of working within an educational/theatrical/cultural environment would be beneficial.
- High level of competency in literacy, multi tasking and meeting deadlines.
- High level of computer literacy including Microsoft packages. Knowledge of a CMS would be advantageous.
- Experience of social media management including facebook, twitter, instagram, snapchat and youtube.
- Excellent communication and organisational skills.
- Ability to work creatively on own initiative.
- Team player.

Salary Scale:

Salary: €25 - €28k commensurate with experience

Working hours:

General working hours are Monday-Friday, 9.00am – 5.00pm, however due to the nature of the post additional time outside of the 35 hour week will be required from time to time.

Application details:

Interested candidates should submit a letter of application and a full CV to anne.fitzpatrick@thelir.ie

Interviews

Interviews will take place at The Lir Academy week commencing 15th October.

Application timeline

Closing date for receipt of applications: Wednesday 10th October 2018.