



Marketing Officer

Post Overview

The Lir Academy is seeking to appoint a fulltime Marketing Officer to bring enthusiasm, energy, initiative and a strong people-focused approach to support the growth and daily activities of its dynamic marketing department and institutional ambition.

This is an ideal role for a motivated, conscientious individual who is seeking to learn more about working in arts education and is excited about the prospect of creating and delivering communications to support young people in their ambition to pursue a career in the arts.

The role will work across numerous areas such as student recruitment for full-time and part-time courses, developing an audience for our corporate training programmes, promoting Lir events and productions, promoting fundraising activity and supporting the general needs of the academy's staff and students.

The Lir Academy

The Lir National Academy of Dramatic Art at Trinity College Dublin opened its doors in September 2011. It 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 Academy trains young actors, designers, directors, playwrights, stage managers and theatre technicians to the highest international standards for careers in the theatre, film and TV production. The Lir Academy's over-arching ambition is to become one of the leading drama academies in the world. The Lir Academy offers three-year Bachelor of Arts degrees in Acting and Stage Management & Technical Theatre, a one-year Foundation Diploma in Acting, 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 offered.

The training offered by The Lir Academy 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 Academy is housed in a purpose-built 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 a smaller performance studio, a dance studio, technical workshop, scenic art workshop, wardrobe workshop, design studio and a range of teaching spaces to suit the training needs of The Lir's young and emerging theatre practitioners.

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

Position Details

The Marketing Officer is a key member of the two-person marketing team and reports to the Director of Marketing. The Lir Academy is overseen by a small senior management team. Each department is supported by full and part-time administrative and teaching staff.

The position is based primarily in The Lir Academy on Pearse Street in Dublin or in our support offices.

Main Duties and Responsibilities

- Copywriting, proof reading, content creation, handling enquiries from the public.
- 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.
- Respond to customer enquiries.
- Provide admin support to the Director of Marketing manager including analysing course feedback, reviewing marketing campaigns, database management and website analysis.
- Provide marketing support to other departments within The Lir Academy including working with staff, students and teachers.

Person Specification

Qualifications, Knowledge & Experience

- Marketing or related degree (or relevant experience).
- 2+ years experience working in a marketing environment.
- Experience in an educational/theatrical/cultural environment would be beneficial.
- High level of ability in literacy, proofing skills, multi-tasking and meeting deadlines.
- High level of computer literacy and software including Microsoft, CMS knowledge, and Mailchimp is advantageous.
- Experience and enthusiasm for social media management including Facebook, Twitter, Instagram, TikTok and YouTube.
- Excellent communication and organisational skills.
- Ability to work creatively on your own initiative.
- Knowledge of graphic design and content creation skills (video making, editing, asset generation) would be useful.
- Knowledge of Box Office/Ticketing systems is advantageous.
- A passion for communication, a flair for copy and being up-to-date on current tools, particularly appropriate for engaging with audiences aged 16+.
- Team player with a can-do, flexible attitude is an asset.
- A love for culture and the arts is a plus.

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 office hours will be required from time to time.

What we offer

- 20 days holidays per year, plus an additional 5 days at Christmas.
- Cycle-to-Work Scheme.
- TaxSaver Rail Tickets
- EAP (Employment Assistance Programme)
- Complimentary tickets to all Lir Academy Theatre Performances
- Regular invites/discounts to external theatre Industry events: including plays / shows / performances etc.
- Option to occasionally work remotely, if required.

The Lir Academy prides itself on providing all our staff, students and guests with a vibrant, dynamic and safe working environment. As a company we are committed to welcoming an inclusive & diverse range of people into our organisation. The Lir Academy is an equal opportunities employer and we do not discriminate based on gender, ethnicity, sexual orientation, religion, civil or family status, age, disability or race.

Application

Closing date for receipt of applications is **5pm Monday 14 November 2022** with interviews to take place the week of 21 November 2022. The candidate would ideally be available to start as soon as possible.

Please send your CV and a cover letter outlining your interest in the role, including how your abilities are appropriate for it to the Director of Marketing, Melanie Wright, via recruitment@thelir.ie

Second round interviews are not anticipated. However, The Lir Academy may deem it necessary to invite preferred candidates to a second-round interview.

Any queries can also be sent to recruitment@thelir.ie