



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Department: Marketing

Role: Commercial Marketing Manager

Job Description

Overview:

The Lir, National Academy of Dramatic Art at Trinity College Dublin, is seeking an experienced marketing professional with skills specifically focused on revenue generation to join our team. Working within our Marketing department to support our commercial team, you will drive the delivery of marketing campaign results and activities relating to our short courses, corporate training programmes, and our speech and drama partnerships for the Commercial department.

The Commercial Marketing Manager is a new role and will be a key member of the marketing team, reporting to the Director of Marketing. From time to time, additional support is provided through interns and freelancers. The role will predominantly liaise with the Commercial department as it focuses on delivering the targets for that team. It may also engage with other departments on relevant activities.

The position is based primarily in the ATRL, adjacent to The Lir Academy on Pearse Street in Dublin 2. Hybrid working is available with agreement with your line manager.

Post Summary:

We are looking for someone with passion for marketing and driving revenue. This role will provide marketing expertise to the Commercial department and will be line managed by the Director of Marketing.

Principal Duties and Responsibilities:

Overall Responsibilities

- Driving and managing the implementation of The Lir Academy's marketing strategy for commercial activities including social media, display advertising, email marketing, and remarketing
- Design and deliver multi-strand campaigns that deliver results and drive revenue
- Managing brand awareness and guidelines, ensuring that they are being implemented institution-wide and externally, including The Lir's tone of voice
- Develop, manage and plan creative, relevant, accurate, and engaging content for use on The Lir Academy's internal and external communications channels both on and offline from an 'audience-first' perspective. This is to encourage new and existing audiences to engage with The Lir Academy's commercial activities.
- Campaign metrics analysis and ROI reporting
- Liaise with external suppliers
- PR engagement where required
- Keeping up to date with industry trends in marketing
- Maintain and manage databases
- Ensure GDPR compliance across all internal and external communications
- Managing seasonal interns or liaising to support junior team members
- Ensure good working practice is employed in all areas you have responsibility for
- Promote safe working practices as an integral part of all activities within The Lir Academy
- Led by the Director of Marketing, manage the actions from The Lir's current strategy and support the implementation of that through related departmental strategies
- Represent The Lir Academy at industry events, conferences, and networking opportunities to raise the profile of the Academy and our programmes
- Any other duties required by the Director of Marketing

Area Specific Responsibilities

Short Courses

- Updating and creating content on short course webpages so that they are up to date to go on sale in a timely fashion
- Proofing content to ensure it is accurate
- Generating content to promote courses across our digital and other channels, this includes student vox pops, static assets, and videos
- Managing paid campaigns across social channels

- Researching new audiences and reaching them on the appropriate channels
- Working with the Marketing Manager to provide accurate content for newsletters
- Working with the Marketing Manager to assist in short course queries
- Communicate with the Short Course team with any insights on the short course process
- Reporting on and tracking spend
- Reporting on activities and results

Corporate Communication Training

- Deliver on the targets for our communications training programme formerly known as The Lir at Work
- Manage all campaigns including paid campaigns
- Manage the dedicated website theliratwork.ie
- Support the rebrand of the programme
- Report on marketing activity including spend and audience engagement

Speech & Drama

- Support all marketing needs for the recently launched The Lir Academy Speech & Drama Exams

Person Specification:

The following attributes, experience and qualifications are desirable, but not all are essential:

Qualifications, Knowledge & Experience

Required competencies

Essential

- Marketing, Communications or related degree (or relevant experience)
- 3+ years of experience working in a marketing environment
- A proven track record of driving revenue, managing paid acquisition campaigns, and thriving in a fast-paced environment where managing multiple active campaigns simultaneously is second nature
- Works well as part of a team
- Strong level of ability in the following areas: literacy; writing and proofing skills; multi-tasking; and meeting deadlines

- Strong level of computer literacy and software, this may include Microsoft, CMS knowledge, Canva, Adobe Creative Suite, Mailchimp, or similar
- Experience and enthusiasm for social media management including Facebook, Instagram, TikTok, and YouTube
- Excellent communication, administrative, and organisational skills, as well as attention to detail
- Excellent proofing skills for spelling, grammar, dates, and times, as well as overall copy
- Strong project management, multitasking, time management, and decision-making skills, ability to work to deadlines
- Experience in activating successful marketing campaigns with a proven track record in conversion and revenue generation
- Ability to work and think creatively on your own initiative, problem solving, and a can-do attitude
- Ability to prioritise tasks and communicate in a busy environment,
- Knowledge of graphic design and content creation skills (video making, editing, asset generation)
- Punctuality

Desirable

- Literacy in digital marketing and analytics: web CMS (WordPress, Craft), email marketing service (Mailchimp) and all Microsoft and Google applications including Analytics
- Experience in an educational, arts, cultural, sales, or training environment
- Experience in working to financial and other targets
- The ability to communicate through the Irish language, both verbal and written is beneficial but not compulsory
- A passion for communication, a flair for copy, and enthusiasm for being up to date on current tools
- Ability to organise and work effectively under time pressures and on own initiative
- Interest in developing skills through further training
- Highly motivated
- Demonstrate a commitment to The Lir Academy and its values and goals

Terms and Conditions of Employment:

- The position is offered initially as a one-year contract, with potential for extension, and includes an initial six-month probationary period.

- The position is offered based on a 35-hour week, 9am-5pm, Monday-Friday
- Due to the nature of our work, there are busy periods where the working week will extend over 35 hours and or into the weekend with TOIL given to meet contract hours
- 20 days annual leave plus an additional 5 working days over the Christmas period, when The Lir Academy closes for the holidays
- The successful candidate will also be enrolled onto the new auto-enrolment pension scheme, My Future Fund

Salary: €30,000 - €35,000

Application Details

Interested candidates should submit a letter of application and a full CV by email to recruitment@thelir.ie, with 'Commercial Marketing Manager' in the subject line.

Deadline for Applications: Friday, November 13th

Interview Dates and Selection Methods:

Short-listing of candidates will be on the basis of their experience, CV, and covering letter. Short-listed candidates will be contacted regarding interviews which will take place the week of November 23rd 2026.

Ideal Start Date: Wednesday, January 6th 2027

About The Lir Academy:

The Lir, National Academy of Dramatic Art at Trinity College Dublin was established as a result of a recognised need for a drama-focused conservatoire of excellence on the island of Ireland to support the theatre, film, and related industries. It is financially independent from Trinity College Dublin.

The Lir Academy is synonymous with professional training in acting, voice, movement, stage management, stage construction, scenic art, lighting, costume, playwriting, theatre directing, theatre producing and stage design.

Offering a range of undergraduate, postgraduate, and short courses, The Lir Academy is successfully training students to the highest standards possible. All programmes, from introductory to degree level, are taught by industry professionals who take immense pride in teaching their craft. Voice and movement training are core elements to the acting degree and the short courses on offer to established actors who are interested in improving their skills, and to actors in training. Technical courses range

from introductory courses to the three-year bachelor degree in Stage Management & Technical Theatre (SMTT).

The Lir Academy is housed in a custom-designed building with facilities catering to the range of training on offer and was founded through the generosity of the Cathal Ryan Trust working with Trinity College Dublin.

[More about The Lir Academy](#)