

Director of Marketing (Maternity Cover) Job Description

Overview

The Lir Academy at Trinity College Dublin is seeking to appoint an Director of Marketing for maternity leave cover. The role will be for an initial period of 26 weeks commencing on April 25th, 2022, with the likelihood of extending it to a year-long contract. This role may be suitable for someone already working at this level or ready to step up from a marketing manager role.

This role is an exciting opportunity to contribute to the promotion and growth of Ireland's National Academy of Dramatic Art. It is part of the Senior Management team including the Director, Director of Administration, Director of Technical Training, Foundation & Short Courses Director, Director of Development and Commercial Director.

The Lir Academy was developed by a partnership of the Cathal Ryan Trust and Trinity College Dublin in association with the Royal Academy of Dramatic Art (RADA) in London. We train young actors, designers, directors, playwrights, stage managers and theatre technicians to the highest international standards for careers in the theatre, film, TV, events and entertainment.

The training we offer is linked to the ever-changing needs and directions of the performing arts industries. The Lir Academy is housed in a purpose-built facility at Grand Canal Dock, designed specifically for the courses we offer.

ROLE SUMMARY

The role of the Director of Marketing is to implement an overall Marketing, Communications and Press strategy for The Lir Academy and be a key part of activating the new Lir Strategy for 2022-2026. This role serves The Lir's needs in relation to student recruitment, short course sales, industry liaison, corporate training promotion, box office sales, events, fundraising activities, venue hire and institutional visibility nationally and internationally.

DUTIES AND RESPONSIBILITIES

General Marketing and Promotions

- Lead on all aspects of marketing and promotions across all departments
- Devise and implement marketing, communications and press strategies
- Devise advertising and promotional campaigns for all full-time courses, events and productions. Coordinate and implement target marketing for specific courses or events
- Responsible for achieving agreed targets for key areas in sales and student recruitment
- Manage the Marketing Officer and interns placed in the marketing department

- Liaise with external agencies - designers, printers, photographers, signage and PR
- Manage The Lir's marketing budget in consultation with the Director
- Oversee the design, print and distribution of quality marketing materials
- Manage The Lir Academy's digital marketing output
- Develop and maintain appropriate databases
- Act as brand ambassador for The Lir Academy, monitoring brand guidelines
- Oversee and coordinate market research if and when required.
- Coordinate all press enquiries about The Lir and its courses.
- Industry liaison for the final year acting students and lead on all casting enquiries and relationships with potential actor agents.

Digital Marketing

- Delivery across all digital activities to optimise web presence utilising social tools, content, PPC and display, to help drive client engagement, brand profile, and revenue.
- Manage and deliver across all SEO/SEM campaigns including using social listening tools and analytical services to generate insight, fuel social conversation and maximize SEO activity
- Overall management of all email marketing campaigns
- Provide full campaign analytics & reporting
- Full management of PPC campaigns e.g. via Meta, Google and digital platforms
- Oversight and responsibility for all UX
- Design and manage all paid advertising
- Provide full campaign management for all digital marketing efforts
- Devise and deliver effective social media campaigns, demonstrated through reporting
- Responsible for all web development
- Responsible for introducing and maintaining all marketing automation systems.

Student Recruitment

- Be responsible for the public profile of The Lir Academy at open days, showcases, roadshows, trade fairs and other public facing events nationally and internationally
- Be the public face of The Lir Academy at promotional events
- Lead on the planning and delivery of The Lir's own public facing activities

Sales

- Work with the Commercial Director to design and implement targeted, measurable sales focused marketing campaigns for all short courses to deliver on targets and KPIs
- Provide marketing support for The Lir at Work – the corporate training department

Development

- Work with the Director of Development to design and implement effective marketing and press campaigns for all fundraising activities in order to achieve agreed targets

Venue Hire

- Maintain an on-line presence for venue hire at The Lir Academy to maximise income
- Work with the Venue Manager to support events and receptions taking place at The Lir

Support Role

- Work with the International Office at Trinity College to realise the College's Global Relations Strategy as it pertains to The Lir Academy.
- Represent The Lir Academy at a local, national and international level when needed
- Work with external companies including partners, sponsors and industry as required
- Other duties as required by the Director

ROLE REQUIREMENTS

- 5-10+ years' experience in a senior marketing position. Candidates may be currently working as a Marketing Manager and looking to step up to a Director level
- Bachelor's Degree in Marketing or relevant discipline
- Proven track record of developing and delivering successful marketing strategies that increase revenue. Excellent project planning / project management skills
- Proven track record of developing and delivering integrated digital media campaigns incorporating PPC, display advertising, social media, email, content marketing etc.
- Extensive experience in planning, implementing and maintaining social media campaigns
- Strong data and analytics skills – with proven experience in measuring the impact of campaign performance against marketing metrics
- Ability to measure client growth and impact all social media channels
- Excellent written and oral communication skills with experience of reporting campaign performances and marketing metrics at board level
- Strong stakeholder management skills and ability to work across departments
- Strong understanding of web development and delivery of optimised web pages
- Arts experience is desirable but not essential

OUR IDEAL CANDIDATE IS:

- A natural leader: a confident self-starter capable of taking on the challenge of playing a leading role in devising strategy for The Lir Academy.
- Motivated: a 'can-do' attitude and committed to The Lir Academy.
- Strategic: with an ability to forward plan and anticipate problems before they arise.
- Target-driven: willing to take responsibility for achieving agreed income targets.
- Relationship-driven: ability to work with stakeholders, fosters good relationships.
- Passionate: about both their role and working within the performing arts
- Knowledge of the not-for-profit sector, particularly the performing arts, would be a distinct advantage – as would experience of working within an educational environment
- A strong communicator: convincing and confident when speaking to others; comes across as welcoming and approachable in manner; able to communicate effectively in writing; documents are clear, concise and error-free.
- Organised: comfortable managing multiple projects under pressure.
- Conscientious: is accurate in their work and pays attention to detail.
- Deadline-oriented: can handle multiple tasks simultaneously and meet deadlines.
- Resourceful: can work on their own initiative, knows where to find information/help and can problem solve
- Flexible: can operate flexibly within a busy work environment.

- A team worker: can operate effectively as part of a team.
- Analytical: can identify a problem and propose a solution.
- Highly experienced in MS Office: including Word, Excel and PowerPoint
- An excellent multi-tasker: excellent administrative and business support skills.
- Focused: display strong attention to detail and concern for accuracy.

WHAT WE OFFER

- Flexible working hours including option to work-from-home part-time.
- Flexible Holidays (20 days per year pro-rata).
- Complimentary tickets to all Lir Academy Theatre Performances
- The Lir Academy prides itself on providing all of our staff, students and guests with a vibrant, dynamic and safe working environment. As a company, we are committed to welcoming an inclusive and diverse range of people into our organisation. The Lir Academy is an equal opportunities employer, we do not discriminate based on gender, ethnicity, sexual orientation, religion, civil or family status, age, disability or race.

SALARY: Commensurate with experience.

TERMS AND CONDITIONS OF EMPLOYMENT

The position is initially offered as a six-month contract with the likelihood of extending that for an additional 6 months for a year-long contract. The includes an initial three-month probationary period. The position is based primarily at The Lir Academy on Pearse Street in Dublin or in our support offices.

The Director of Marketing reports to the Director of The Lir Academy. General working hours are Monday-Friday, 9am-5pm. The Director of Marketing may be required to work outside these hours particularly on performances and events taking place outside of normal working hours.

Application Details: All applications will be overseen in the strictest of confidence by The Lir's Director of Administration, Anne Fitzpatrick. Interested candidates should submit a letter of application and a full CV to recruitment@thelir.ie

Application timeline: Closing date for receipt of applications is Friday, February 25th, 2022

Interviews: the week of March 14th

Preferred starting date: Monday, April 25th, 2022

Selection methods: Short-listing of candidates will be on the basis of the information contained in their CV and covering letter. Pending Covid-19 restrictions, candidates who are short-listed will be expected to attend for interview at The Lir Academy in Dublin. Applicants called to interview will be asked to prepare a presentation outlining their approach to the role. Second round interviews are not anticipated, however, The Lir may deem it necessary to invite preferred candidates to a second-round interview. Further information: recruitment@thelir.ie