



Director of Marketing Job Description

Overview:

The Lir Academy at Trinity College Dublin, founded in 2011, is seeking to appoint a key member of its Senior Management team. The role of Director of Marketing offers an exciting opportunity for the holder of the position to contribute to the promotion and growth of Ireland's new National Academy of Dramatic Art at a crucial stage in its early development.

The Lir was developed by a partnership of the Cathal Ryan Trust and Trinity College Dublin in association with the world-renowned 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 and the allied professions of film, television, radio and new media. The training we offer is closely linked to the ever-changing needs and directions of the performing arts industries. The Lir is housed in a purpose-built facility at Grand Canal Dock, designed specifically for the courses we offer. It features a flexible black box studio with a seating capacity of 130, as well as 2 further performance studios, a dance studio, technical workshop, and a range of flexible teaching spaces to suit the training of The Lir's young practitioners.

The successful candidate will join a small Senior Management team that includes the Director, Director of Administration, Director of Technical Training, Foundation and Short Courses Director, Director of Development and Commercial Director.

ROLE SUMMARY:

The primary role of the Director of Marketing is to devise and implement an overall Marketing, Communications and Press strategy for The Lir Academy and the courses offered and to deliver targeted, measurable marketing campaigns which yield strong ROI's & drives sales across the various short courses also offered by the Academy throughout the year. The Director of Marketing will build and nurture national and international networks for The Lir and promote its services to a global audience. The role will also involve promoting performances, events, fundraising activities, corporate training and other activities taking place at the Academy.

DUTIES AND RESPONSIBILITIES:

General Marketing and Promotions

- Lead on all aspects of marketing and promotions for The Lir, National Academy of Dramatic Art.
- Devise and implement a Marketing, Communications and Press strategy for The Lir Academy.
- Devise advertising and promotional campaigns for all full-time courses, events and productions. Coordinate and implement target marketing for specific courses or events.
- Be responsible for achieving agreed box office targets for all Lir Academy productions.
- Manage the Marketing Officer and interns placed in the marketing department.
- Liaise with external agencies including design agencies, printers, a photographer, signage company, pr consultants and press.
- Reach agreed recruitment targets for undergraduate and postgraduate degrees.
- 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 via the website, social media platforms, email marketing etc.
- Develop and maintain appropriate databases.
- Act as brand ambassador for The Lir Academy brand and liaise with external organisations to ensure the brand guidelines are adhered to.
- Oversee and coordinate market research if and when required.
- Coordinate all press enquiries about The Lir and its courses.
- Act as industry liaison for the final year acting students and lead on all casting enquiries and relationships with potential actor agents.

Digital Marketing

- Deliver across all digital activities to optimise the entire web presence utilising social tools, content, PPC and display, to help drive client engagement, brand profile, and revenue growth
- 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
- 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
- Responsible for all Web Development
- Responsible for introducing and maintaining all Marketing Automation systems.

Sales:

Commercial:

- Work with the Commercial Director to design and implement targeted, measurable sales focused marketing campaigns for all short courses – which meet & surpass agreed campaign performance KPI's, yield a strong marketing ROI and support the Commercial Director in achieving agreed sales targets.
- Maintain accurate Marketing Metrics/Analysis Reports for each marketing initiative outlining each campaign's critical performance against agreed KPI's, Marketing Metrics and ROI targets.
- Work with the Commercial Director & Short Course Director to design and develop new Short Course revenue streams – including strategic planning for operational growth within the Marketing Department which can help facilitate overall sales growth for Short Courses
- Provide marketing support for The Lir Academy's corporate training department (The Lir At Work) which helps drive sales and supports the Commercial Director in achieving agreed sales targets for Corporate Training.

Development:

- Work with the Director of Development to design and implement effective marketing campaigns for all fundraising activities in order to achieve agreed targets; including a quarterly Development eZine; Digital Fundraising Campaigns to promote Legacy Giving and recruitment of new Friends and Patrons; Press Releases to announce new partnerships and initiatives; Marketing support for two Fundraising Events annually in Dublin and London and ongoing development of the "Support Us" section online.

Venue Hire:

- Develop and maintain an on-line presence for venue hire at The Lir Academy to maximise income from the use of The Lir as a venue for corporate and industry events and promotions
- Work with the Venue Manager to support events and receptions taking place at The Lir.

Events and Promotions:

- 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 public facing activities organised by The Lir Academy.

Support Role:

- Work in partnership 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 required.
- Work with external companies including technical partners, sponsors and local theatres on an adhoc basis.
- Other duties as required by the Director.

ROLE REQUIREMENTS

- 5-10+ years experience in a senior marketing position. We are particularly interested in hearing from candidates currently working as a Marketing Manager who are 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 across the full spectrum of social media channels including, but not limited to Twitter, Facebook, LinkedIn, YouTube and Instagram.
- Excellent written & oral communication skills with experience of reporting campaign performances & marketing metrics at board level.
- Strong stakeholder management skills and ability to work across departments to deliver results.
- Strong understanding of web development, supporting all stakeholders to develop optimised web pages.
- Arts experience is desirable but not essential.

DIGITAL SKILLS REQUIREMENT

Along with strong general marketing-practice competencies, the ideal candidate will have a proven track record in digital marketing, with a thorough technical understanding of:

- SEO/SEM
- Email Marketing
- Analytics & Reporting
- PPC Mgmt
- UX
- Paid Advertising
- Digital Campaign Management

- Social Media
- Web Development
- Marketing Automation

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:** displays a 'can-do' attitude; is committed to The Lir and wishes to contribute to its development.
- **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 interface effectively with various stakeholders; fosters good working 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 Stong 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 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

- A competitive salary and performance related annual bonus.
- Flexible Working Hours including option to work-from-home.
- Flexible Holidays (20 days per year).
- Cycle-to-Work Scheme.
- Complimentary tickets to all Lir Academy Theatre Performances
- Regular invites to external theatre Industry events: including plays / shows / performances etc.

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 & 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.

SALARY:

Commensurate with experience

TERMS AND CONDITIONS OF EMPLOYMENT

The position is initially offered as a three-year fixed term contract renewable on an annual basis following an annual review against agreed key performance indicators and performance metrics. The contract includes an initial six month probationary period.

The position is based primarily in 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: 5pm Friday 7th August 2020.

Interviews: in Dublin the week of August 17th 2020

Preferred starting date: on or before September 21st 2020

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 a (socially distanced) interview at The Lir Academy in Dublin the week of August 17th 2020. Alternatives will be implemented if certain restrictions are re-introduced.

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