

**Marketing and Communications Manager Job description**

**Fixed-Term Contract One Year (subject to 6 Mt probationary review)**

**Job Title: Marketing and Communications Manager**

**Purpose of Job: To lead on driving new and existing revenue streams for all aspects of Garter Lane's activities and ensuring these are properly marketed and promoted within available resources.**

**Reporting To: Executive Director & Programmer(s)**

**Part-time: 2.5 days/week on days to be agreed [hybrid working option available]**

**Salary: €35,500 pro rata.**

**ABOUT GARTER LANE ARTS CENTRE**

Garter Lane Arts Centre is a vibrant and thriving multidisciplinary venue for visual arts, theatre, dance, music, film, children's arts programming and professional development opportunities for artists spread over two Georgian buildings in the heart of Waterford City. Garter Lane Arts Centre welcomes over 30,000 visitors annually and is supported by the Arts Council, Waterford City Council, the Department of Social Protection, its Patrons and Friends, and is sponsored by Sanofi. The Arts Centre has been at the heart of the community of Waterford for over 30 years, through its diverse year-round programme of exhibitions, performances, classes, workshops, talks, screenings and outreach programme.

**[www.garterlane.ie](http://www.garterlane.ie)**

**MARKETING AND COMMUNICATIONS MANAGER | GARTER LANE ARTS CENTRE**

Garter Lane Arts Centre is seeking to appoint a part-time (2.5 days/week) Marketing and Communications Manager who will be part of a tight-knit and dedicated team who are passionate about bringing the arts to a broad audience and expanding the centre's public engagement systems.

**A** 5 O'Connell Street, Waterford, Ireland

**T** [Box Office] +353 51 855 038 [Admin] +353 51 877 153

**E** [admin@garterlane.ie](mailto:admin@garterlane.ie)

## ROLE OVERVIEW

The Marketing and Communications Manager will play a lead role in developing and delivering a marketing and communications strategy for Garter Lane to communicate multiple programme strands in a cohesive manner, maximise box office (where applicable), and raise awareness about Garter Lane Arts Centre to audiences, current and potential funders, sponsors and participants.

The Marketing and Communications Manager will have responsibility for publicising the theatre, visual art, film screenings, education & outreach programmes, children's activities and standalone children's festival sprÓg, engagement initiatives with hard-to-reach communities and young people and the centre's many artist supports.

### Marketing Responsibilities include:

- Managing, developing and implementing marketing and promotional campaigns across the centre's programme
- Website management currently WordPress CMS
- Create and execute innovative and engaging social media content across all relevant platforms and grow online reach with our key local & regional audience
- Draft and distribute press releases and monitor media coverage
- Maintain media contacts database and foster positive relationships with media
- Manage databases and invitation lists
- Liaise with visiting artists on the promotion of their work at Garter Lane
- Manage communications budget in consultation with the Executive
- Generate published on-brand programme texts, brochures and sponsor materials, as required
- Manage and liaise with external suppliers and contractors including web designer, graphic design, videographer and photographer

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### Audience Development and Reporting

- Work with the Executive to gain a high-level understanding of our current audiences and potential audience segments
- Lead on growing new audiences while retaining and deepening relationships with current audiences
- Conduct appropriate market research and gather feedback for the organisations work
- Continuous evaluation and regular reporting of campaign performance and conversion across channels
- Provide support with funding applications and drawdown documentation as required

### Person Specification

The ideal candidate will have:

- At least 5+ years' marketing experience within an organisation / arts marketing department or equivalent role
- Passion and enthusiasm for the arts
- The flair and creativity to devise effective marketing campaigns
- Excellent written and verbal communication skills
- Excellent online communications knowledge and experience across website content management, SEO, email clients (Mailchimp) Newsletter, social media and other relevant online systems and platforms
- The ability to work well using their own initiative whilst also contributing to a small, agile team
- Ability to multi-task, prioritise competing demands and meet deadlines

Garther Lane is committed to offering employees greater flexibility.

Please note: The role involves some attendance at exhibition openings and events and therefore some weekend and occasional evening work will be required. Closing date for applications: Please forward a CV and cover letter to [projects@gartherlane.ie](mailto:projects@gartherlane.ie) with the subject line 'Marketing and Communications Manager' by 5pm, Thursday 25th May 2023.

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