

Galway International Arts Festival

Digital Marketing Executive Job Description

Galway International Arts Festival is a multidisciplinary event that programmes a mix of music, theatre, opera, visual arts, spectacle and talks that attracts an attendance of over 400,000 to Galway every July. It is a major European arts festival, a key event in the Irish summer calendar and one of the biggest cultural attractions in Ireland.

The organisation is now looking for a **digital marketing executive** that will work with the Festival team to support delivery of its communications plans over the next number of years as the organisation builds towards its 50th anniversary in 2027.

Working as part of the communications team, the role will be responsible for delivering the Festival's digital marketing activity across the year. This role is ideal for someone with experience in digital marketing or a related field and a strong interest in culture.

RESPONSIBILITIES

- Responsible for implementing the digital marketing strategy for the Festival's marketing activity with a key focus on digital deliverables across local, national and international target markets.
- Responsible for Social media channels including Meta, Tik Tok, YouTube, Pinterest, X.
- Responsible for regular content creation for digital channels e.g. stills and short form video.
- Responsible for generating regular copy for website, social media and email and maintain brand tone of voice.
- Work with Festival agencies in the run up to and throughout festival season e.g. paid media, video, website partners.
- Liaise with the Management Team in managing production web pages and content requirements.
- Responsible for generating reports and dashboards to track key performance indicators and metrics for the various campaigns and staying up to date with social media trends.
- Manage videographer and photographer briefs for the festival, ensuring delivering of assets for wider senior team. Act as point of contact for multiple content creation freelancers.
- Work with the various festival departments in particular e.g. Volunteers, Sustainability and EDI to generate content and highlight activities across channels.

LOGISTICALLY

- Reporting into a Head of Communications and working with the Senior team on a regular basis.
- Manage marketing assistants during festival period to ensure timely delivery of content and management of digital channels.
- Full time role for 6 months of the year and part time role off season.

TO APPLY

Please send a CV detailing your experience and a cover letter to admin@giaf.ie and addressed to Jacinta Dwyer.

Closing date for applications is **5 April, 2025**.

