

WAKE Entertainment Ltd.
Marketing & Communications Manager
Job Specification (Full-Time or Part-Time)
November 2024

1. CONTEXT

THISISPOPBABY is one of Ireland's leading theatre companies, best known for the smash-hit shows RIOT and WAKE.

WAKE Entertainment Ltd, a subsidiary of THISISPOPBABY Ltd., has been set up primarily as a vehicle to promote the show WAKE (and other associated properties) as it goes global. With an upcoming engagement in London's West End, plus more outings to be announced shortly, we are positioning WAKE as the quintessential entertainment experience of contemporary Ireland.

WAKE Entertainment Ltd. is seeking a dynamic and rigorous **Marketing & Communications Manager** to create and drive an ambitious marketing strategy that supports the five-year business plan objectives.

We are considering both full-time and part-time applications for this role.

Applicants must have significant experience in events marketing and sales, a passion for leading teams to do their best work and a penchant to promote Ireland's next global sensation.

The right candidate is passionate and deeply knowledgeable about audience behaviours and trends, as well as being an outstanding copywriter with a keen eye for successful visual communication. They will have experience in a demanding role in an arts/ entertainment/ event marketing environment and have excellent networks to help make great things happen.

2. SCOPE OF CONTRACT

The WAKE Marketing & Communications Manager is an exciting leadership role responsible for building and growing the WAKE brand globally, as well as creating and driving a marketing and communications strategy that supports the 5-year business portfolio objectives.

Reporting to the Senior Producer, the Marketing & Communications Manager will be responsible for creating and leading sales-oriented campaigns, engaging and coordinating with local marketing agencies and venue teams in different territories as required, and building outstanding partnerships and a world-class brand.

Salary: €45,000-€50,000 commensurate with experience (part time pro-rata).

Annual Leave: 20 days per annum, plus public holidays (part time pro-rata).

Start date: To be negotiated.

Term: Initial one-year contract with a six-month probationary period.

Place of work: Dublin city centre office with flexibility around working from home on Mondays and Fridays.

Other: It is important to note that the nature of this role means that there will be some attendance at events outside of working hours throughout the year, as well as some international travel.

3. KEY RESPONSIBILITIES & DUTIES

Responsibilities and duties required include, but are not limited to, the following:

- Creating and leading on a marketing strategy to support the WAKE Entertainment Ltd. five-year business plan;
- Developing and leading on comprehensive, sales-oriented, multi-channel marketing campaigns for the show WAKE (as well as other associated properties) in collaboration with core team, creatives and international agencies, venue and festival partners;
- Researching and engaging local marketing and PR agencies as required, and coordination of same;
- Extensive network building amongst Irish diaspora, and conversion to champions and advocates;
- Developing and overseeing content creation for Instagram, Facebook, YouTube, Twitter, TikTok, Mailchimp, and any other relevant online channels;
- Liaising with PR Manager on media campaign and media partnerships;
- Regular reporting on marketing campaign performance, suggesting adjustments to improve profitability, drive sales and increase continued visibility;
- Managing marketing budgets and responding efficiently to company processes;
- Effectively managing wider marketing team including contractors, support team and interns, working within our company value principles to ensure a happy and productive working environment;
- Working closely with the Sponsorship Manager to approve and support sponsor activations, ensuring they are within brand while also adding value to marketing

campaign and/or audience experience;

- Ensuring consistency in excellence of all brand assets;
- Support producer with key stakeholder engagement including government, funders, wider arts and culture sector and support bodies.

4. KNOWLEDGE, EXPERIENCE AND SKILLS

The rights candidate will:

- Have 4+ years of experience in a marketing role with both B2B and B2C experience;
- Be results oriented and KPI driven with excellent multitasking skills;
- Have excellent up-to-date knowledge of audience trends and an intuitive understanding of building a global brand identity;
- Have extensive digital and social media knowledge, experience and aptitude;
- Be data-oriented and have knowledge of sales funnel best practice as well as the most up to date social media marketing tool and tactics;
- Be a critical thinker and have good problem-solving skills;
- Be a team leader and player with great interpersonal and communication skills in a fast-paced, dynamic and ambitious environment;
- Have experience in events, arts or similar ticket-selling experiential industries;
- Have excellent visual communication literacy and copywriting skills;
- Have an excellent network.

5. APPLICATION FORMAT

To apply for this position please email your CV and a two-page response to the job spec to tomorrow@thisispopbaby.com.

Please put 'WAKE Marketing Manager / First Name Second Name' as your subject line. Please clearly state if you are applying for in a full-time or part-time capacity.

Closing date for applications: Monday 30 December 2024 at 4pm.

Interviews: Tuesday 14 and Wednesday 15 January 2025.