

Dublin Theatre Festival

Dublin Theatre Festival is an annual event that brings together artists, theatre-makers and audiences from across Ireland and around the world. At the heart of the festival is Dublin – its people and its stories – and a commitment to contributing to the vibrant social and cultural landscape of our capital.

Throughout the 18-day festival, performances take place in venues and locations across Dublin. Our programme incorporates theatre, music, dance and family events as well as artist talks, public discussions and artist development programmes. We present classic plays by celebrated companies and artists alongside work by exciting, emerging theatre-makers from home and abroad. The spirit of the festival lies in the people who engage with us and we aim to create rewarding experiences for the time we spend together.

Marketing Assistant Job Description

Contract:	Seasonal & Temporary, 12 May – 17 October 2025
Hours:	40 hours, Monday – Friday & up to 48 hours during the festival period with regular evening and weekend work
Salary:	€33,280 per annum pro rata
Reporting to:	Head of Marketing and Development
Location:	Festival House, Temple Bar, Dublin 2

Purpose and Scope of the Post

Dublin Theatre Festival seeks an enthusiastic and resourceful Marketing Assistant to join the seasonal festival team. The Marketing Assistant will report directly to the Head of Marketing and Development and will work closely with other departments of the festival team including development, programming, box office and volunteers as well as with theatre-makers, designers, suppliers, and venue partners. The main areas of responsibility are digital marketing, developing marketing collateral, direct mail, distribution, and market research. The candidate will ideally have a passion for the arts and have strong digital and copywriting skills with excellent attention to detail.

Duties and Responsibilities

- Liaise with festival artists and companies to gather marketing content
- Assist with production of marketing materials (proofreading, working with printers, etc.)
- Content creation and coordinating the Festival's online and social media platforms, including Facebook, Twitter, Instagram, YouTube, Zoom

- Copywriting and drafting festival communications and content
- Generate, upload and update content on the Festival's website
- Assist with the development and execution of the Festival's e-communications
- Assist with delivery of advertising and promotional campaigns across radio, print and digital
- Coordinate distribution of marketing materials (city-wide, to festival venues, etc)
- Assist at festival events as needed
- Design and oversee an audience feedback and research project during festival dates
- Co-ordinating the work of the Digital Content Intern with the Head of Marketing & Development

General

- Provide administrative support to the Head of Marketing & Development
- Work as part of the festival team
- Any other duties that may be specified by and agreed with the festival's Head of Marketing & Development

Person Specification

- Minimum 1 year relevant work experience
- Highly organised with excellent attention to detail
- Excellent written and verbal communication skills
- Excellent computer skills with a good knowledge of Word, Excel and PowerPoint
- High level of engagement with social media platforms, an understanding of developing social media content and video editing
- Excellent interpersonal skills
- Experience in the use of e-communications systems and content management systems
- Knowledge of the performing arts, specifically theatre
- Knowledge of advertising platforms and experience working with agencies and advertising providers

Personal Qualities

- Ability to work in a busy environment with a high level of time management
- Fluent English
- Ability to manage several tasks and projects simultaneously
- Flexibility regarding work schedule
- Resourcefulness

Type of Contract

Seasonal and temporary, 12 May – 17 October 2025

Salary

€33,280 per annum pro-rata

Hours of Work

The post is full-time working 40 hours per week and up to 48 hours per week during the festival period (25th September – 12th October). The Marketing Assistant may be required to work evenings and weekends during the Festival.

Probation

A probation period of 6 weeks will apply from the start of contract.

Application Process

Applicants are invited to submit:

- A detailed CV outlining all relevant experience
- A cover letter outlining your experience, how you believe it relates to the role and what you can bring to the role. We are open to receiving cover letters in video format. If you would like to submit a video cover letter, please ensure that it is no more than 2 minutes long and includes the information requested above
- Contact details for two professional referees. Only the referees of shortlisted applicants will be contacted, and applicants will be notified in advance

Submissions & Confidentiality

The festival acknowledges applicants' need for privacy and will take all necessary steps to ensure all applications and interviews are handled confidentially.

Enquiries in strictest confidence, as well as applications (by email only) should be addressed to Louise McGrath, Festival Administrator, at recruitment@dublintheatrefestival.ie.

Closing Date

The closing date for applications is 12pm on Wednesday 23 April.

Interviews

Interviews will be held on Wednesday 30 April. Applicants selected for interview will be expected to make themselves available on this date.

Access

Please note that our building does not have a lift. The Marketing Assistant is usually based on the 1st floor. The ground floor is completely accessible.

If you require reasonable accommodation for any part of the application process, please let us know by emailing recruitment@dublintheatrefestival.ie.

We want to ensure that equality and diversity are at the heart of what we do and actively welcome applications from all sections of the community.

Dublin Theatre Festival is funded by the Arts Council.