

# diff

Dublin International  
Film Festival

WORLD CLASS IRISH AND INTERNATIONAL FILM



dublinfilmfestival  
www.diff.ie



# DUBLIN INTERNATIONAL FILM FESTIVAL

20 FEB - 02 MAR 2025

WWW.DIFF.IE



PRINCIPAL FUNDER  
funding  
the art of film

INDUSTRY PARTNER  
Film Screen  
Screen Ireland  
For the Many Markets

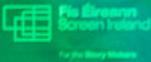
PREMIUM PARTNER  
Tanqueray  
0.0



PRINCIPAL PARTNER



INDUSTRY PARTNER

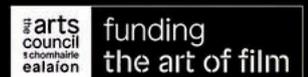


PREMIUM PARTNER



# DUBLIN INTERNATIONAL FILM FESTIVAL

Marketing Manager (Maternity Cover)  
Recruitment Pack



# DUBLIN INTERNATIONAL FILM FESTIVAL

Dublin International Film Festival (DIFF) is Ireland's premier film event, dedicated to presenting the best in contemporary and classic world cinema. It brings the world to Ireland, and showcases Ireland to the world. With a rich history spanning several decades, DIFF showcases a diverse selection of films, hosts industry events, and fosters a vibrant film culture in Dublin.

Over the past 23 years, it has screened more than 1,700 international films from over 52 countries. The Festival has hosted thousands of high profile guests, including Jessica Lange, Ed Harris, Ralph Fiennes, Al Pacino, Kristin Scott Thomas, Daniel Day-Lewis, Steve McQueen, Danny DeVito, Ennio Morricone, Julie Andrews, Angela Lansbury, Stanley Tucci, and Stellan Skarsgård.

The 2025 festival welcomed over 22,000 people across 11 days, screening 147 films from 35 countries, shown across 6 venues, and featured an expanded programme with 19 public events, 20 industry events, and 46 post-screening Q&As.





# DIFF 2025 IN NUMBERS

22,000

PEOPLE  
ACROSS 11 DAYS

147

IRISH AND INTERNATIONAL  
FEATURES AND SHORTS

10

WORLD PREMIERES

35

COUNTRIES REPRESENTED  
ON SCREEN

220

PARTICIPATING  
FILMMAKERS

40

INDUSTRY AND PUBLIC  
TALKS & MASTERCLASSES

37%

INCREASE IN  
SOCIAL FOLLOWERS

1.5 MILLION

VIEWS  
ACROSS SOCIALS

92%

RATED THE DIFF 2025  
GOOD OR EXCELLENT

14

AWARDS

41

PARTNERSHIPS AND  
PROGRAMME SUPPORTERS

Reporting To	Director of Commercial & Marketing
Direct Reports	Festival Marketing
Works Directly With	Executive Festival Director, Festival Manager, Festival Publicist, Box Office Manager
Salary	€710 per week
Fixed Term	September 2025 – November 2026
Application Deadline	5pm, 20 <sup>th</sup> August 2025
Interview date(s)	26 <sup>th</sup> and 27 <sup>th</sup> August 2025

## **ROLE OVERVIEW**

Dublin International Film Festival (DIFF) is Ireland's premier film event and has built a world-class reputation for delivering the very best in Irish and international cinema.

We are seeking a highly organised, experienced marketing professional to step into a fixed-term **Maternity Leave Cover** role as **Marketing Manager**. Reporting to the Director of Commercial & Marketing, this role ensures the smooth delivery of DIFF's marketing strategy for the Festival and year-round activities, working collaboratively across the organisation and leading the seasonal marketing team.

There will be a **2-week handover period** in September / October 2025 with the Marketing Manager.

The fixed term role includes the key planning and delivery period of **DIFF 2026 (taking place 19 February – 1 March 2026)**.



# KEY DUTIES AND RESPONSIBILITIES

---

## *General*

- With the Director of Commercial & Marketing, **deliver** the existing marketing strategy for the annual festival, and for the year-round activity of the organisation.
- **Work with** the Director of Commercial & Marketing to develop a ticketing strategy to meet the Festival's annual targets, with specific attention paid to advance sales, bundled sales and season tickets
- **Liaise with** the Director of Commercial & Marketing regarding the recruitment of the Marketing Team. Manage the team including temporary/casual staff, interns and marketing volunteers, developing a workflow for the team and ensuring effective delivery of the strategy.
- **Work with** the Press Team/Publicity Manager to ensure integrated marketing and press activity.
- **Drive and develop** a marketing plan for the festival launch, working with the Publicity and Production teams.
- **Deliver** the strategy within the marketing allocation in the annual budget and provide clear oversight of this budget at all times.
- **Deliver** appropriate post-event reporting information within a timely manner.

# KEY DUTIES AND RESPONSIBILITIES

## *Sales/Box Office/Ticketing*

- **Implement** a marketing strategy and action plan to secure ticket sales for festival's targets. This strategy should be innovative, achievable and exciting and reach audiences using both traditional and new media.
- **Ensure** increased levels of paid admissions for the festival's Industry & Public Events Programme, which should be marketed as its own unique strand, separate from the Film Programme.
- **Implement** an efficient online booking experience for customers using the Festival's website, working with the Box Office team to ensure optimum user experience on the Festival ticketing site and mobile site.
- **Ensure** full and comprehensive promotion of the festival, the call to action for ticket sales and implementation of the marketing strategy.
- **Work** with the Festival Manager and Box Office Manager to ensure that the Box Office personnel are fully trained in marketing strategy and objectives.
- **Implement** promotions and offers throughout the festival. If appropriate, manage customer service queries – Front of House, Complaints, Refunds, etc.
- **Ensure** all ticketing information is communicated with entire festival team and all digital, marketing and box office policies and information and any changes to daily operations are detailed to all staff.



# KEY DUTIES AND RESPONSIBILITIES

---

## *Audience Development*

- **Work** with the Festival Director, Director of Commercial and Marketing, and wider marketing and publicity teams, to deliver the existing audience development plan.
- **Prioritise** reaching new communities, older people and young people as per DIFF's development strategy.
- **Manage** relationships with Embassies and Cultural Institutes and implement collaborative practice for reciprocal marketing opportunities
- **Nurture** relationships with core supporters such as filmmakers, Season Ticket Holders, Volunteers, Hosts and other Festival Friends.

## *Festival Marketing and Identity*

- **Lead** the planning, timeline management, content collation, consultation with suppliers (designers, printers, copywriters), and coordination of wider festival team, to produce the annual Festival Brochure ahead of the 2026 launch event in January (approx. 100-120 pages, containing the full festival and event programmes and other festival resources).
- **Ensure** maximum exposure of the festival's own branding in conjunction with sponsors, funding partners and stakeholders' branding and advertising campaigns to ensure that the optimum balance is maintained.
- **Manage** the distribution of all festival marketing materials/assets.
- **Lead** the working relationships with all third-party suppliers including the festival's print and design suppliers, festival branding and venue dressing suppliers etc.
- **Implement** all agreements arising from deals with key media partners to ensure maximum national and international promotion and awareness.

# KEY DUTIES AND RESPONSIBILITIES

## *Digital Marketing*

- **Manage** a user-friendly and efficient festival website and mobile site.
- Ensure accurate and efficient uploading and management of the festival programme to the website.
- **Oversee** and develop the Festival's digital platforms and activities, including but not limited to the DIFF website and SEO, online analytics, PPC advertising and social channels.
- **Execute** email-based marketing campaigns and ensure appropriate, effective and targeted communication to the festival's database.
- **Analyse** customer interaction with the festival through the use of Google Analytics, and other data measurement tools to ensure best practice for search engine optimisation are being followed and, when appropriate, use services such as Social Flow, Hootsuite or others to identify, connect with and build relationships with communities on Instagram, Facebook, Twitter, Google+ etc.





# SKILLS & EXPERIENCE

---

## *Essential Skills*

- Ability to quickly **step into** an existing framework and maintain continuity of operations.
- Proven ability to **deliver** on targets.
- Excellent **organisational** and **time management** skills.
- Ability to **manage** multiple priorities to strict deadlines.
- Strong **interpersonal** and **communication** skills.
- **Copywriting** skills and **proofing** proficiency.
- Strict **attention to detail** is essential.
- Ability to **create** dynamic presentation and design assets using house style.
- A team player with **strong collaborative skills**, a positive attitude, self-confidence, professionalism, common sense and flexibility.
- Ability to **respond flexibly** and in a timely manner to the particular demands of working in a festival context.
- Ability to **analyse and interpret** data to understand customer behaviours and continuously improve marketing practices.

# SKILLS & EXPERIENCE

## *Qualifications & Experience*

- Proven experience of **significant work in marketing**, including experience **developing and implementing** top-level marketing strategy.
- Experience/Understanding of working in a driven, **high-speed environment**.
- Understanding of **design software** and applications.
- **Marketing or other relevant degree**, or relevant experience in marketing roles.
- **Excellent working knowledge** of Microsoft 365 Suite, Teams and Zoom, Project Management software.
- Experience with **Mailchimp** desirable but not essential.
- Excellent working knowledge of all **social media** platforms.
- Experience of **line management** a plus.
- Experience **producing** a large piece of time-sensitive print (catalogue/brochure) desirable.
- **A passion for film**, and knowledge of the Irish and international film industries desirable.



# HOW TO APPLY

To apply for the Marketing Manager (Maternity Cover) role at Dublin International Film Festival, please submit the following:

- A **CV** outlining your relevant experience.
- A **cover letter** (no more than 2 pages) explaining your interest in the role and availability for the contract period.

Applications should be sent by email to [jobs@diff.ie](mailto:jobs@diff.ie) with the subject line:

**Marketing Manager Application - Maternity Cover**

- Deadline for applications: **5pm, Wednesday 20<sup>th</sup> August**
- Interview date(s): **26<sup>th</sup> and 27<sup>th</sup> August**

Applicants **must be eligible** to work in the Republic of Ireland.

Dublin International Film Festival is an equal opportunities employer and welcomes applicants from all backgrounds, ethnicities and communities.