



## **MERMAID COUNTY WICKLOW ARTS CENTRE**

### **Marketing & Communications Assistant**

Mermaid County Wicklow Arts Centre seeks to appoint a dynamic and creative Marketing & Communications Assistant.

Mermaid Arts Centre is County Wicklow's creative engine-room. Since 2002, our building has been a celebratory stage for artists and communities locally. We believe in the power of shared experience and connection and in the right to freedom of artistic expression and creation for all.

Located in the heart of Bray, a vibrant town with a thriving artistic community and enthusiastic audiences, our vision is to be the arts centre of choice for Ireland's artists, driving impact in our role as the engine-room of creativity, embedding and activating co-creation opportunities in key communities across Wicklow.

Mermaid is a place of interaction between artists and the public. Artists and audiences are at our heart and we are a centre for fun, entertainment and for making and enjoying art. The Centre exists to enrich the communities of County Wicklow, by providing and encouraging participation in quality artistic experiences as a leading centre for the arts in Ireland.

We do this by:

- Gathering artists and audiences together to create, participate in and enjoy unforgettable artistic experiences.
- Providing an artist-led creative hub and artistic resource for artists and companies in County Wicklow, working in both professional and amateur contexts.
- Sustaining the work of artists through employment opportunities, advocacy, and practical supports for their creative development.
- Enriching the lives of all communities in County Wicklow through the creation, co-creation, and presentation of a diverse programme of excellent contemporary arts experiences.

### **Main Function of the Role**

The Marketing & Communications Assistant will work closely with the Marketing & Communications Manager to help maintain and grow our audiences, continue to build on the strong internal and external relationships with partners and stakeholders and implement and help coordinate impactful marketing campaigns across a varied programme of events.

## **Desirable Skills:**

- Marketing experience, preferably within the arts and creative industries.
- Familiarity with Ticketsolve Box Office system or similar.
- Experience of planning, implementing and evaluating major marketing campaigns including managing the design process.
- Experience in digital systems such as website CMS.
- A proven track record in working innovatively with digital marketing.
- A high level of accuracy, strong attention to detail, excellent analytical and problem-solving skills.
- Excellent copywriting and proofing skills.
- Excellent verbal and written communication skills.
- Good time management and ability to prioritise a varied and heavy workload.
- Advanced IT skills across all Microsoft software.
- Excellent administration skills.
- Experience using Google Analytics Campaign Tracking.
- Data analytic experience as relates to audience development, box office data and ROI of marketing campaigns.
- Creative flair and an imaginative approach to marketing and digital communications.
- Ability to work collaboratively with head of marketing to implement strategic and key initiatives and to support decision-making with regard to events.
- A confident and professional manner.

## **Key Duties & Responsibilities:**

- Monitor sales patterns and target audience segments effectively, utilising box office data for communication.
- Survey, engage with and respond to audiences.
- To help create and execute innovative, effective and targeted tactical marketing campaigns for all.
- Maintain a strong relationship with box office, communicating key information and sharing relevant materials for effective sales of tickets.
- Liaise with visiting companies to gather information to effectively promote their shows.
- Help maintain Mermaid's website, social media, email marketing and SEO strategy to increase engagement and drive sales.
- Help plan and implement creative organic marketing initiatives through social media, direct mail campaigns and local business collaborations.
- Develop and maintain media partnerships with national, regional and local media in print, radio and online.
- Work with the Participation Producer to promote education and community outreach activities and programmes.
- Work with the Gallery Manager to promote the visual arts programme.
- Find effective ways to build and maintain links with special interest and activity groups within the county which are relevant to both generic and show specific campaigns.

## **TERMS AND CONDITIONS OF EMPLOYMENT**

- The position will include a 6-month probationary period.
- This is a full-time position with additional hours as required, time off in lieu is available.
- This role is based in the office, although some remote working from time to time may be permitted, subject to prior arrangement.
- Holidays: 25 days (includes Good Friday and 24 December) plus all public holidays.
- Salary range €31,000 – €34,000 per annum commensurate with experience.
- Post is subject to Garda Vetting for successful applicant and all employees are required to participate in Safe to Create training programme.

## **APPLICATION PROCESS**

1. Application closing date: Friday 31<sup>st</sup> January 2025 at 12 noon.
2. Interview date: Monday 10<sup>th</sup> February 2025, in-person, in Mermaid Arts Centre.
3. Intended start date: as soon as possible.

## **APPLICATION GUIDELINES**

Candidates are invited to submit:

- A CV outlining relevant experience.
  - Maximum of two pages focused on your relevant experience for the role.
  - Please present your experience in reverse chronological order
  - Education & training should be listed
- A cover letter which states why you would be suited to this role.
  - The cover letter should be no longer than one page
- You must have legal status to work in the Republic of Ireland
- Applications should be emailed to [recruit@mermaidartscentre.ie](mailto:recruit@mermaidartscentre.ie) by Friday 31<sup>st</sup> January 2025 at 12 noon. Late applications will not be accepted.

***Mermaid County Wicklow Arts Centre is an equal opportunity employer and welcomes applications from all sections of the community. Mermaid is committed to a diverse workplace, and to supporting our team with ongoing career development opportunities. We particularly encourage applications from members of groups who are underrepresented in the cultural sector.***

**If you have any access requirements or additional needs, please let us know and we will find a way to support and facilitate your application. We are committed to providing as much support as possible to individuals.**

***Mermaid is core funded by Wicklow County Council and the Arts Council / An Chomhairle Ealaíon.***