

## Vacancy – Marketing Manager, The Everyman

**The Everyman is seeking a Marketing Manager. Reporting to the Executive Director/CEO, the job entails the creation and implementation of the overall marketing strategy for**

- The Everyman brand
- Each season of programme
- Everyman in house productions
- All visiting productions
- Audience development

### ***As part of the above, tasks will include the following***

Liaise with all visiting companies to gather marketing materials.

Liaise with the creative team for all in-house productions to generate marketing materials.

Co-ordinate design and print for all shows including flyers, posters, billboards and programmes, ensuring high quality, cost effective print consistent with The Everyman brand.

Co-ordinate advertising with all national, regional and local media in print, radio and online

Media partnerships with national, regional and local media in print, radio and online.

Direct mail campaigns – both show and season specific to patrons, local business and groups.  
Monitor response rates.

Manage PR – responsible for the marketing message, photocalls, social shots and season launches.  
Monitor readership and listenership figures.

Promotions – responsible for competitions in print, radio and online.

Responsible for post-show talks, selecting a chair and panel guests.

Develop and maintain effective relationship with box office providing relevant materials for the selling of all shows and also using the marketing element of our ticketing system effectively.

Online – develop and implement an online strategy with particular focus on our website, newsletters, social media, video, SEO and google advertising.

Set agenda for and lead weekly marketing meetings.

Assist the fundraising manager with campaigns, proposals and sponsorships.

Deliver marketing plans within agreed budgets and on time.

Increase frequency of attendance by working with current attenders, lapsed attenders and people who have never attended.

Manage any research opportunities and implement relevant findings.

Manage interns and work placements.

Represent The Everyman at industry and community functions and training as necessary.

Working with local business to develop offering to patrons.

Monitor happenings in other venues and the theatre/arts community nationally, regionally and locally.

Management of staff in the marketing team.

Working closely with the Artistic Director.

### **The Person**

We are seeking an experienced marketing professional with excellent interpersonal, communication and relationship-building skills.

The successful candidate will be a team-player, a creative thinker, energetic and self-motivated. The person will enter a welcoming and fun working environment, joining a dedicated team that earnestly believe in the value and quality of the work that they do and the importance of art and entertainment to society.

### **How to Apply**

Please send a CV and cover letter to [recruit@everymancork.com](mailto:recruit@everymancork.com) Closing date for applications is 5pm Tuesday 18<sup>th</sup> April 2017.