

Recruitment Notice – Deputy Marketing Manager, The Everyman

12-month Full-time Contract

The Everyman is seeking a Deputy Marketing Manager (12 month contract to cover period of leave). Reporting to the Marketing Manager, the full-time job entails supporting the Marketing & PR team in the creation and implementation of the overall marketing strategy for

The Everyman brand | Each season of programme | Everyman in house productions | 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 assist in the generation of marketing materials.

Assist in the co-ordination of design and print for all ensuring high quality, cost effective print consistent with The Everyman brand.

Assist in the co-ordination of advertising with all national, regional and local media in print, radio and online thereby supporting The Everyman's media partnerships.

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

Support Marketing Manager in arranging PR activities and liaising with The Everyman's PR agency. Monitor readership and listenership figures.

Promotions: support the generation and administration of competitions in print, radio and online.

Post-show talks: assist in selection of a chair and panel guests, making arrangements where necessary.

Support Marketing Manager in maintaining an efficient and effective relationship with box office, providing relevant materials for the selling of all shows.

Support Marketing Manager in developing and implementing 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 when Marketing Manager is absent or unavailable.

Represent The Everyman at industry and community functions and training as necessary. Work with local business to develop offering to patrons.

Training and supervision of staff, interns and work placement students.

The Person

We are seeking an experienced marketing professional/arts administrator with excellent communication skills. Experience/demonstrable interest in theatre and the arts an advantage.

The successful candidate will be a team-player, a creative thinker, energetic and self-motivated. The person will enter a fun working environment and join a dedicated team who believe in the value and quality of their work as well as the importance of art and entertainment to society.

How to Apply

Please send a CV and cover letter to recruit@everymancork.com. The closing date for applications is 5pm Tuesday 31st July 2018.