



JOB TITLE: Marketing Manager

REPORTING TO: General Manager

OVERVIEW

The Helix is a multi-purpose arts, entertainment and conference and events centre nestled in the heart of Dublin City University's vibrant campus located in Glasnevin, Dublin 9. Since opening in 2002, the Helix has established itself as a destination of choice for an incomparable range of events attracting audiences from Dublin and beyond with a mixture of high quality music, drama, sport, live TV productions, conferences and general entertainment programming.

SUMMARY OF ROLE

The Marketing Manager will support the highest strategic priorities of the venue and serve as a member of the Helix's management team. The post-holder will be responsible for planning, creating, delivering and monitoring the marketing and communication strategies and the annual marketing plan for the Helix.

The Marketing Manager will work across key business functions including programming, box office, conferencing and audience development to create, implement, manage and evaluate marketing and public relations initiatives to raise the profile of the venue, and its diverse programme of shows, events, conferences and facilities.

At the core of this will be the implementation and management of the venue's social media marketing strategy which will include specific patron development initiatives to attract new audiences and increase ticket sales for all programmed shows and events

KEY RESPONSIBILITIES

- Develop an innovative and visionary marketing and communications strategy to promote the venue and its programme of events, with the objective of achieving maximum brand awareness and sustained business growth.
- Develop and lead a ubiquitous and comprehensive social media presence for the venue via the implementation of a thoroughly planned digital communications strategy.
- Maximise the potential of digital platforms to engage with audiences by using technologies to their full potential as critical communication tools to exploit opportunities and increase awareness.
- Identify, develop and implement innovative strategies to drive website traffic.

- Devise and execute the comprehensive planning and scheduling of all marketing activity relating to shows and events in the venue.
- Evaluate the effectiveness of marketing campaigns and promotions through the analysis of audience/sales data, survey results and other analytics.
- Monitor and maximise ticket sales and box office revenue for each performance
- In conjunction with the Box Office Manager, develop a thorough understanding of the venue's audiences, their profiles and booking patterns
- Drive audience development initiatives, implement specific projects and strategies to grow database numbers, increase loyalty and target new audiences
- Exploit and grow the comprehensive venue database to target previous attenders through direct mail and email campaigns, for forthcoming shows and events.
- Collaborate with Touring Companies, Promoters, Producers, Agents regarding marketing plans and the accurate management of budgets and schedules for each show
- Liaise with designers, producers and artists for all related copy, images and support materials.
- Devise and implement the Marketing Campaign for the annual Helix Christmas Pantomime
- Manage the production of seasonal brochures and all marketing support literature with responsibility for design, collating of imagery, copy writing, proof reading and liaising/briefing designers and printers.
- Forge strong relationships with key clients, stakeholders, DCU partners, local businesses and professional associations to actively promote awareness of all facilities and services.
- Shape public perception of the venue through execution of brand identity, through print communications, publications, electronic media, media relations, public events and physical spaces.
- Maintain and develop targeted distribution networks to ensure an effective and co-ordinated approach to the distribution of printed material to its targeted audiences.
- Manage media relations to ensure that the venue enjoys the full benefits and support of its strong relationships with local, regional and national media outlets.
- Responsibility for overall venue presentation including marketing materials, displays, posters, general branding and signage.
- This list of duties is not designed to be exhaustive and Helix staff members are expected to be adaptive and flexible to the changing nature of the needs of the business when required

EXPERIENCE & KEY SKILLS

The successful candidate will ideally be a marketing professional with a background preferably in venue/arts marketing and possess the following;

- A relevant degree with a minimum of five years' experience in a similar / complimentary strategic marketing environment

- Successful and proven track record in developing low cost marketing and promotional campaigns with demonstrable results.
- Experience of delivering targeted communications and marketing to a variety of audiences using a variety of platforms.
- Excellent leadership, management and communication skills, broad operating expertise and sound strategic thinking capabilities.
- Demonstrated knowledge in all aspects of digital marketing, social media platforms, website content management systems and analytics programmes including experience in Google AdWords, Facebook Ad Manager, MailChimp, SEO, WordPress, HTML, Hootsuite etc.
- Strong conceptual/critical-thinking skills coupled with an ability to analyse and articulate concepts and client needs and translate these ideas into solutions that drive ticket sales and Box Office revenue.
- Excellent written skills, print and online, with a strong eye for detail and the ability to write informative, accurate, persuasive and creative copy for website, social media platforms and marketing materials.

KEY COMPETENCIES

- Self-motivated and resourceful with the ability to work autonomously and within a team
- Ability to handle multiple tasks / priorities with meticulous attention to accuracy and detail
- Strong organisation and time management skills
- Strong relationship building skills
- Ability to maximize returns from a set budget
- Demonstrated design and creative skills

TERMS & CONDITIONS

Duration: Permanent Contract

Salary: Commensurate with skills and experience

Working hours: 35 hours per week Monday to Friday. *Attendance at events and performances outside normal hours may be required*

APPLICATION PROCEDURE

Please submit a cover letter outlining your attraction to the role, what you believe you can bring to the position and your salary expectation.

Please include a copy of your updated CV and submit by email to hr.applications@dcu.ie or by Fax to +01 700 5500 or by post to the Human Resources Department, Dublin City University, Glasnevin Dublin 9.

CLOSING DATE

Friday 01 April 2016 at 5pm

***Please note we do not require the assistance of recruitment agencies at this time**

The Helix is an equal opportunities employer