



## **Cúirt International Festival of Literature**

### **Vacancy: Marketing and Communications Manager (Part-Time, Fixed Term Contract)**

Cúirt International Festival of Literature is an annual festival of words and ideas, bringing together best in Irish and international contemporary writing. Founded in 1985, Cúirt has become a staple of Galway and Ireland's cultural calendar, supporting local writers, giving an international platform to Irish writing and creating unique literary experiences for our audiences. In its 35-year history it has grown from a festival of poetry to a vibrant week-long event that includes events with fiction, non-fiction and poetry writers, debate and discussion, events for young people, music, visual art and film, as well as a growing outreach programme.

## **The Role**

### *Marketing Management*

- Lead on branding and identity for the overall business along with individual initiatives.
- Lead development of a new website.
- Run paid marketing campaigns on Facebook, Instagram and other platforms.
- Provide marketing support for fundraising activities.
- Responsible for the marketing budget.
- Generate ticket sales
- Continuous evaluation of campaign performance & conversion across channels.
- Establish & maintain CRM dataset of contacts.
- Lead strategy to strengthen relationships and engagement with partner organisations and influencers
- Lead the design and production of brochures, flyers, adverts & other marketing materials.
- Content generation for site, including event listings and site updates.

### *Media, PR & Communications*

- Coordinate email communications
- Oversee social media streams
- Coordinate content sourcing from partners, funders, stakeholders and speakers

- Attend networking events with partner organisations
- Plan & deliver a programme of promotional events including launch of festival.
- Conceive and implement promotional activities; involving funders, partners and speakers.
- Manage external suppliers including PR, web, graphic design, video and photography.

### *Requirements*

- Minimum of 5 years experience in a marketing role.
- Demonstrated success at lead generation.
- Fluency working with analytics and data to assess performance.
- Ability to write compelling copy.
- Experience working with and updating site content management systems.
- Ability to work with graphics creation programmes including Canva, Adobe Creative Suites.
- Entrepreneurial mindset with the ability to prioritise and juggle multiple tasks.
- Familiarity with the arts and culture sector and/or live events space.

### **How to Apply**

This position is a part-time position, 2.5 days a week, increasing to 5 days a week for four weeks over the festival period.

This is for an initial contract of 8 months until the end of August 2020, with a view to extend, subject to funding.

Salary: €30,000 pro rata

Interested candidates should submit a CV and cover letter by email to Aisling O' Riordan, Programme Manager at [aisling@cuirt.ie](mailto:aisling@cuirt.ie). For further information please contact Cúirt International Festival of Literature at [info@cuirt.ie](mailto:info@cuirt.ie).

Closing Date: Applications for this position will be accepted until 5pm on Friday 18th December 2020. Interviews will take place on Tuesday 22<sup>nd</sup> and Wednesday 23<sup>rd</sup> December.