



Vacancy: Part-Time/Freelance Digital Marketing Manager

20Hrs p/w | Part-Time

Working Hours: Monday – Friday, 10am – 2pm

Location: Gate Theatre Administrative Offices, Dublin 1

Responsible for devising best in class social media and digital advertising strategies for the Gate Theatre's brand and programming; the setting and achieving of campaign-specific objectives and KPIs; the coordination/creation and execution of regularly updated digital media plans and the preparation of reports to inform key stakeholders.

The candidate will work directly under the Marketing and Communications Director and alongside key Gate Theatre staff as well as external partners.

The ideal candidate will possess excellent verbal/written communication and copywriting skills, basic graphic design skills, have good knowledge of social media and digital advertising platforms, be highly creative and have a passion for theatre, culture and technology.

Role Responsibilities:

The successful candidate will be responsible for the following:

- Devise and implement best in class, audience-led social media strategies, driving audience growth and ongoing engagement across platforms using insights, best practices and knowledge gathered from trends and audience patterns.
- Work to maximise existing content, create content (including photography and branded graphics) and propose original commissions.
- Identify emerging content, trends, technologies and platforms and how they could be used to grow the audiences and the online reputation of the Gate Theatre.
- Determine and apply correct voice, content and branding for each project with guidance from the Gate Theatre team.
- Establish and oversee content approval processes.
- Use native platform analytics and a range of other platforms/tools to analyse audience-related and performance data, creating meaningful reports that can inform key stakeholders and the wider company.

The Ideal Candidate

- Measureable experience in Google Ads and Google Analytics. Professional Training or Qualification a definite plus.
- Measureable experience in paid advertising on Google Ads and Social Media platforms including Facebook, Twitter and Instagram.

- Educated to degree level or similar – a degree, diploma or certificate in marketing or journalism a definite plus.
- Excellent command of written English. Proofreading skills essential. A strong attention to detail and a passion for copywriting is required.
- Experience working with website content management systems.
- Skilled in Microsoft Office. Basic knowledge of Adobe Creative Suite.
- Proven experience of digital/social media management and marketing in publishing, theatre, film, music, entertainment, brand, agency or similar.
- Awareness and understanding of evolving technology and an ability to research and discover new opportunities and in-depth knowledge of best practice across all social channels and emerging platforms.
- An ability to prioritise tasks and work in a fast-paced environment is essential. Proactive project management and planning skills is essential (this includes an ability to analyse risk and eventualities in projects).

To apply or for further information

Submit the following to meghan.elward-duffy@gate-theatre.ie before 5.00pm 19 October 2018.

- A Cover Letter summarising your experience, interest and suitability for the opportunity.
- Your Curriculum Vitae
- The Equal Opportunities Monitoring Form
- A short portfolio of past experience and campaigns. Please include statistics and campaign results where applicable.

Interviews to take place week commencing 22 October 2018.

The Gate Theatre is committed to achieving equality of opportunity in employment. The Gate is a not for profit organisation and is owned by the Gate Theatre Trust.