



RECRUITMENT NOTIFICATION

Role title:	Audience and Media Marketing Assistant
Reporting to:	Audience and Media Marketing Manager
Direct Reports:	No Direct reports
Key Relationships:	Head of Audience and Media; Box Office Manager; Customer Facing teams; Production
Location:	Dublin 1, Ireland
Contract:	1 year Fixed-Term Contract / Full-Time
Spec effective:	2023 - April

BACKGROUND TO THE GATE THEATRE

The Gate Theatre was founded in 1928 by Hilton Edwards and Micheál Mac Liammóir. Their productions were innovative and experimental and they offered Dublin audiences an introduction to the world of European and American theatre as well as classics from the modern and Irish repertoire.

The Gate's mission is to be an international home for Irish artists and an Irish home for international artists. On its stage in Dublin and through tours, partnerships and creative collaborations, there is a commitment to 'open the Gate' to new artists, audiences, and new forms of theatre. The Gate's aim is to share this work with a large, diverse and evolving audience both in Ireland and around the world.

As an artist-led organisation the 'work' is at the heart of everything the Gate does. It produces a broad programme of new, contemporary and classic work, all of which speaks to today's world.

Since the appointment of Róisín McBrinn and Colm O'Callaghan in late 2022, many of the new approaches they want to lead with are underpinned by a commitment to making the Gate a more civic space.

PURPOSE OF THE ROLE

The Audience and Media Marketing Assistant is an important role within the Audience and Media department, providing key support to both the Head of Audience and Media and the Audience and Media Marketing Manager.

DELEGATED AUTHORITY

The role has delegated authority in line with the Gate's internal policies.

DIRECT REPORTS

Currently no direct reports.



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RESPONSIBILITIES

AUDIENCE AND MEDIA

- Audience development and targeting
- Guest relations
- Supplier Management
- Advertising sales

Specific duties:

- Participate in the targeting of diverse audiences for the Gate's programme of events, maintaining accurate and updated contact lists and a log of all targeting activity
- Collaborate to create show- and performance-specific promotions
- Assist in the collating, proofing and checking of materials to ensure that all marketing collateral, including programmes, is within Gate editorial and brand guidelines
- Liaise with Front of House and Operations to ensure displays and signage are timely and appropriate
- Contribute to proactive advertising sales in order to achieve advertising targets, and to explore new avenues of revenue
- Represent the Gate at previews, opening and closing night performances, and external events as required
- Assist in driving the promotion of the Gate and its work through positive and engaging content, liaising with external photographers and videographers when required
- Liaise with our third-party suppliers including printers etc to ensure that collateral is delivered on time and correctly
- Liaise with third-party contacts, i.e. tourist offices, brochure distributors et al. to ensure that campaign material is present in good time.

DIGITAL AND ONLINE

- Social media
- Online maintenance
- E-marketing
- Database Management

Specific Duties:

- Implement creative organic and paid content strategies to engage existing and new Gate audiences through our Facebook, Twitter, Instagram, LinkedIn and Tiktok channels, delivering detailed monthly content schedules in collaboration with the Audience and Digital Marketing Manager
- Manage customer engagement through social media, responding promptly to any customer service queries that arise and proactively engaging with audiences



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- Liaise with the Audience and Media Marketing Manager to manage the Gate website, keeping content updated and relevant, and contributing to re-development plans as required
- Use e-marketing platforms to coordinate our outreach to both general and segmented audiences through regular newsletters and ezines, increasing engagement and conversation rates
- Maintain audience databases, in line with GDPR best practice

Essential and Desirable Experience, Qualities and Skills

Essential

- A minimum of one year's professional marketing experience.
- A strong working knowledge of the Irish cultural landscape, particularly in relation to the theatre and the performing arts.
- Comprehensive knowledge and experience of managing social media platforms, including paid and organic content across Meta Business Manager and Twitter.
- A proven track record of implementing online content for a business or organisation.
- Strong MS Office proficiency, particularly Word, Excel and Powerpoint.
- Experience using design tools, e.g. Photoshop / In Design / Canva.
- Experience of SEO and CMS platforms, e.g. Wordpress.
- Experience of email marketing tools, e.g. Mailchimp.
- A strong visual sense, with experience of producing strong, engaging and professional visual content.
- Awareness of digital accessibility.

Desirable

- Experience working in a similar role within a theatre.

Essential Personal attributes and Competencies:

Personal attributes

- Conscientious, positive and reliable
- Proactive and self-motivated, and works well as part of an office-based team
- Capable of managing multiple projects simultaneously, prioritising tasks accordingly

Competencies

- Time Management:
 - Highly organised with excellent administration and time management skills
- Communication:
 - Excellent writing and communication skills, with exceptional attention to detail
 - Ability to communicate positively and constructively with people at all levels, both internally and externally
- Results Driven and Attention to Detail:



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- Strong attention to detail with a result driven focus.
- Clear prioritisation understanding and application.

This job description is a guide to the nature of the work required of the role; it is not an exhaustive list of duties. The Audience and Media Marketing Assistant will be expected to be flexible and additional activities or areas of responsibility may be added at the Gate discretion.

The Gate is an equal opportunities employer and values diversity. We encourage applicants from different backgrounds and experience.

TERMS & CONDITIONS

Working Days and Hours: The standard operational office hours are between: 8am and 6pm, The standard Theatre hours are between 5pm and 12.00 midnight.

The role will operate across both timeframes on a net 37.5 working hour week. While the standard hours for the role may operate between 10am and 6pm, some irregular and flexible hours may be required on occasion which is reflected in the remuneration package.

The standard working days for the role are 5 days over five Monday to Friday, while the role may operate predominately Monday to Friday some weekend work maybe required to facilitate weekend show performances and maintaining a presence online at weekends, which is reflected in the remuneration.

The role will be required to work during open and dark periods within the Theatre schedule.

Salary: The position is banded at Assistant level within the Gate Management Level Framework with a salary band of €30,000 to €35,000.



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Application and Selection Process

If you have the drive, experience, and passion to work in our Audience and Media Marketing team, please submit a comprehensive Curriculum Vitae and letter outlining your relevant experience and how it matches the requirements of job spec by email to:

HR@gate-theatre.ie referencing **Gate Theatre Audience and Media Marketing Assistant** in the subject line. Within the email please include, details of your notice period, your salary expectations and your availability for interview between 6th June and 16th June 2023.

As part of our Equal Opportunities in Employment Policy, we have a system to monitor all job applications. **Please complete our on-line Equal Opportunities Monitoring Form** and submit it with your application. This information will be used for monitoring purposes only and shall remain strictly confidential in line with our Data Protection arrangements.

This information will not be used during the shortlisting process but will be used separately and for the purpose of recruitment monitoring and provision of statistical data. The on-line system is confidential and does not request or record your name or email address. All information supplied will be treated in the strictest confidence and protected from misuse. The link to the form is

<https://forms.office.com/r/HAskDEeYjZ>

Closing date for receipt of applications is **Friday 2nd June 2023**.

The position is offered on a one year fixed term basis.

The Position will be advertised internally and through the Gate and Arts Sector media channels. Candidates will be assessed based on their application, the competency and experience requirements as outlined within the job specification and the interview process.

The interview process will be competency-based related to the role requirements and consist of initial screening plus two rounds of interviews. The Interviews will take place on-site at the Gate Theatre, Dublin 1, if you are not available to attend in person please advise and we will endeavour to facilitate an online interview.

As the Gate Theatre is a historic building, access involves external steps and internal stairs. Please include in your application email if you have any specific requirements should you be selected to attend an interview.

The Gate is an equal opportunities employer where diversity is valued and supported.