



## **Marketing & Social Media Executive (P/T)**

### **Job information Pack**

March 2023

**Role:** Marketing & Social Media Executive (Fixed Term Contract)

**Reporting to:** Communications & Development Manager

**Contract:** From 10 Apr – 16<sup>th</sup> June 2023

#### **ABOUT CARLOW ARTS FESTIVAL**

Carlow Arts Festival (CAF) is a multi-disciplinary arts festival that takes place in Carlow in June. Now in its 44<sup>th</sup> year, it is the first of the summer arts festivals in Ireland. We support arts and culture in all its forms, promoting the growth of visual art, theatre, music, dance, circus, multi-disciplinary arts and entertainment by offering wide ranging artistic experiences and activities to appeal to diverse domestic and international audiences of all ages.

Carlow Arts Festival's principal funder is the The Arts Council | An Chomhairle Ealaíon; aided by Carlow County Council; and the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media.

#### **ABOUT THE ROLE**

Carlow Arts Festival (CAF) is seeking an energetic and creative Marketing & Social Media Executive to help deliver our ambitious communications and marketing strategy on a part-time basis. We're looking for someone who is passionate about the arts, meticulously organised, administratively strong, and has experience of digital and online content creation.

The role is part-time and the position a hybrid one with a combination of remote online and office-based work.

Reporting to the Communications & Development Manager, the successful candidate will deliver our marketing and social media strategy for the festival, develop and edit content, and ensure our website and social media channels are vibrant, engaging and up-to-date.

#### **RESPONSIBILITIES**

- Support the Communications & Development Manager with the delivery of marketing campaigns, advertising, social media management, website management and distribution of materials.
- Execute creative social media campaigns across channels to grow our audience and to promote Carlow Arts Festival 2023.
- Manage our Facebook, Twitter, Instagram and LinkedIn channels and create new platforms including TikTok.
- Manage and edit content on our festival website.
- Write and publish compelling email marketing campaigns.
- Monitor and respond to direct messages, comments, and any other online communications.
- Administer competitions and other promotional strategies.
- Track social media metrics and log progress weekly.
- Liaise and work closely with our external partners including PR and Advertising agencies, photographers, graphic designers, our box office provider and others.
- Manage media accreditation and guestlists and support Box Office functions in the run up to and during the festival.
- Create the end of festival reports that capture reach, engagement and impact.

#### **PERSON SPECIFICATION**

The successful candidate will have:

- A minimum of 2 years' experience in a social media or digital marketing-related role.
- A proven ability to create engaging digital content for various digital platforms.
- Experience of using website content management systems such as WordPress.
- Experience of using graphic design tools such as Canva or Photoshop to edit media and create content for online use.
- Good knowledge of and a visible passion for the digital world, social & mobile tools and technologies and digital trends.
- A high level of competency in written language with the ability to adapt tone to suit audience and medium.
- Strong organisational skills with acute attention to detail, clarity of presentation and ability to handle a busy workload.
- An ability to work as a creative and cooperative part of a larger team.
- The ability to work independently and effectively in a busy environment.
- Good problem-solving skills.
- A Degree in an Arts or Marketing related subject will be an advantage but is not essential.

## **CONDITIONS OF EMPLOYMENT**

- Part-Time Role (Contract, 2 days/week, 10 weeks, 10 Apr 2023 – 16<sup>th</sup> June 2023)
- Salary: €35,000 (Pro rata)
- Location: Hybrid - Remote Online and Office Based (Festival HQ Office, Carlow)
- The probation period is 2 months, up to a maximum of 3 months.
- The successful candidate will be subject to Garda Vetting in accordance with the requirements of the National Vetting Bureau Act 2012 to 2016 (as amended). This legislation provides a statutory basis for the vetting of persons carrying out relevant work with children or vulnerable persons.

## **APPLICATION PROCESS + HOW TO APPLY**

**Deadline for applications: 12 noon, Monday 20<sup>th</sup> March 2023**

Please email your application to [fmoran@carlowartsfestival.com](mailto:fmoran@carlowartsfestival.com)

To apply for this role, please provide the following documents:

- An up-to-date CV with an overview of your career history and achievements and
- A supporting statement (maximum two 2 pages) that outlines your interest in Carlow Arts Festival and your fit against the essential experience criteria set out in the Personal Specification.

If you have access requirements and would like to make your application proposal in an alternative format to a written statement and CV please contact [fmoran@carlowartsfestival.com](mailto:fmoran@carlowartsfestival.com)

**Interviews will be held the week starting 27<sup>th</sup> of March 2023.**

**Data Protection Notice:** The basis for processing your personal data is to progress your application for the position that you are applying for with Carlow Arts Festival. Outside of the relevant recruitment team, the information provided in your application will only be shared with a designated short-listing and/ or interview board. In accordance with the principles of the General Data Protection Regulations, the information received from you will not be used for any other purpose by Carlow Arts Festival and will be destroyed in accordance with Carlow Arts Festival's Data Protection Policy.