

Audience Development and Marketing Coordinator: Axis Ballymun. Full Time

Job Summary

We are seeking an experienced Audience Development and Marketing Coordinator to work with axis Director and Management Team to create, co-ordinate and deliver a sales, communications and marketing strategy for the organisation that underpins Axis' vision and ambition as an arts and community resource centre.

The person appointed will lead on sales and audience development initiatives for all events and projects in Axis, manage internal and external communications and lead on programme and institutional marketing for Axis.

This position is full time, requiring flexibility in working hours on occasion. The role will report to the Programme Manager and will liaise regularly with other departments including Box Office and Arts Development.

Responsibilities

The Audience Development and Marketing Coordinator's duties and responsibilities will include, but are not limited to the following:

Design and develop audiences for the events in or steered by Axis by employing a variety of audience and participant engagement strategies. Determine and deliver sales targets on a show by show basis, in consultation with the Director, Programme Manager and Finance Department; as well as manage the sales reporting system.

Lead on the development and delivery of an Audience Development Plan (to include a communications and marketing strategy), utilising a variety of platforms and tools to ensure Axis's audiences and stakeholders are effectively and positively informed and engaged, driving a high level of success to our calls to action.

Manage and co-ordinate the design and delivery of all Axis print and digital marketing material including the programme of events, posters, flyers, online promotional graphics and videos.

Ensure the effective use and management of axis' various communications channels including company website, online and social media platforms, direct marketing, advertising, public relations activity and printed materials etc.

Maintain relationships with key internal and external stakeholders in the effective delivery of marketing and promotions activities, such as the theatre's Box Office, Production, Technical, House and Business Development Departments; as well as artists, directors, promoters and production companies, media, suppliers, sponsors and business partners.

Promote Axis' programme and Arts Development projects locally and nationally, to increase sales and grow reputation and brand; particularly to engage in media and PR activities that create awareness for the theatre's vision and activities. Oversee press and marketing campaigns, materials and copy that promote Axis' projects and programme.

Develop, manage and maintain effective delivery of Axis' Digital Strategy, including email, social, website and online advertising. Increase traffic to all Axis' online platforms. Ensure SEO and social media best practice, and collaborate with management on content strategy

Undertake customer and other market research for planning, sales, fundraising and other purposes. Use this information to grow customer loyalty and return attendance; and increase and diversify Axis' audience using appropriate channels and activities

Supply reports and analysis to the Director, Management Team and Board as required. Work with the wider team to drive the timely delivery of key reports and strategic documents such as box office reports, funding applications and reports, annual reports and reviews.

Financial management and control of resources and budgets, ensuring that effective financial controls are exercised and that correct procedures are adhered to. Work with staff to achieve best value for the organisation.

Supported by managers, maintain and develop audience, friends and practitioner databases. Maintain appropriate and up-to-date records and filing, adhering to GDPR rules and guidelines and ensure that the Box Office team are trained and up to date with same.

Perform a range of administrative, marketing and office management duties associated with the role.

Represent Axis at meetings, conferences and seminars as and when requested.

Carry out any other duties commensurate with the post.

Essential skills and experience:

At least two years' experience in an audience development role, including digital marketing expertise.

A working knowledge of box office and online ticketing systems, including the CRM functionality and potential within both.

Excellent communication skills and the ability to lead and collaborate effectively with colleagues, artists, other internal teams and external stakeholders. The ideal candidate would have the ability to get on with and earn the respect of a wide variety of people at all levels.

Comprehensive knowledge of GDPR requirements and ability to develop audience whilst ensuring compliance.

Adept with numbers, MS Excel, and reporting information in effective formats.

Ability to maintain and edit wordpress sites.

Experience of web analytics (Google Analytics preferable). Excellent keyword research skills.

Analytical skills, including measurement and evaluation, market research, insight generation, and knowledge of leveraging CRM systems.

Experience of budgeting and financial management.

A degree of flexibility, as the post requires attendance at performances and events outside of normal hours.

Desirable skills and experience:

Experience in a related area, project management, or customer services.

Previous experience in developing audience and attendance specifically for arts events.

Previous arts press/media experience.

Previous management experience.

While not essential, experience in working in the arts, entertainment or charitable sectors would be of benefit.

A passion for creativity and performance and the ability to communicate compellingly about these.

Person Specification *We're looking for someone who...*

Can communicate with charm, clarity and consistency in order to build audiences, participation and relationships in and for Axis, its programmes and projects.

Has an affinity with the vision, mission and values of Axis and passion for our work.

Has high standards in everything they do.

Can pioneer new ideas and think outside the box.

Has a high level of self-motivation and autonomy, and an appetite for change

Has excellent IT skills; especially in the area of maintaining websites, databases, tracking activity, Internet and Social Media.

Has enthusiasm, flexibility, excellent interpersonal skills, with an ability to work independently and as part of a team;

Has the ability to work under pressure and to coinciding deadlines.

Can show resilience in face of setbacks, possesses integrity and demonstrates discretion.

Has a natural capacity to develop relationships, is a confident communicator in formal and informal settings.

Work terms and conditions

Standard working hours are 10am – 6pm Monday to Friday in Axis. The post holder must however be willing and able to work outside normal office hours. A time in lieu system is in operation; therefore no payment will be provided for excess hours.

The post holder may occasionally be required to travel in order to fulfil their duties.

In addition to Statutory Public Holidays, the post holder shall be entitled to 20 days Annual Leave (pro rata) plus courtesy days over Christmas.

Pension: PRSA payments can be made via payroll at your request.

Staff Savings Scheme Available.

Salary is €30,000 per annum pro rata.

Role is subject to funding. Axis is core funded by Dublin City Council with additional programme and service support from The Arts Council, Foras na Gaeilge, Pobal, HSE and a range of project partners.

APPLICATION PROCESS

To apply, please send the below information in **one** Word or PDF document to marketing@axisballymun.ie:

1. CV of no more than two pages in length
2. Cover letter of no more than one page in length (*Outlining why you want this particular post and highlighting the skills and experience that you could contribute*)
3. Name of two referees (we will ask you for their contact details if you are in consideration for the role)

The closing date for applications is 5pm on Wednesday the 31st of August 2019.

Shortlisting will take place. Interviews will take place on the 7th & 8th of August 2019.

Axis Ballymun is an equal opportunities employer