



**Irish Film Institute**

## **Press & Marketing Manager at IFI**

### **Overview**

The Irish Film Institute is Ireland's national cultural institution for film. At the IFI's historic home in Eustace Street, Temple Bar, our diverse audiences and loyal members enjoy our 3 cinemas, IFI Irish Film Archive's research and access facilities, IFI Film Shop and IFI Café Bar; and our four digital streaming platforms, IFI@Home, IFI Archive Player, IFI@Schools and IFI International.

The IFI has developed strategic objectives around three core activities:

- **EXHIBIT** Providing audiences throughout Ireland with access to the finest independent, Irish and international cinema
- **PRESERVE** Preserving and promoting Ireland's moving image heritage through the IFI Irish Film Archive
- **EDUCATE** Providing opportunities for audiences of all ages and backgrounds to learn and critically engage with film through IFI Education

### **Press & Marketing Manager**

**Reporting to:** Director of Public Affairs & Marketing

**Key Relationships:** IFI Director  
IFI Digital Platforms Manager  
IFI Heads of Departments  
IFI Box Office  
Digital Platforms Assistant  
PR Consultant

**Staff:** Press & Marketing Officer  
Digital Marketing Officer  
Marketing Assistant

### **Overview:**

The IFI is seeking to appoint a Press & Marketing Manager to join the management team. They will be responsible for the effective delivery of all marketing, PR and promotional initiatives for the company, incorporating IFI Cinemas, IFI Irish Film Archive, IFI Education, IFI International, IFI National and IFI Platforms.

This job description provides an outline of the key day-to-day and strategic responsibilities of the role.

### **Key Job Purpose**

Responsibilities include the following key areas:

- Press & Marketing Strategy
- Online Strategy & Development
- Audience Development
- Financial Management
- Staff Management / HR

**Specific Duties:**

- Devise and implement marketing strategies for the organisation, utilising various disciplines including direct marketing, advertising, promotions, social media, digital initiatives, partnerships, OOH campaigns etc.
- Devise and implement PR strategies for the organisation, developing key relationships with media, and securing coverage for the IFI across its full range of activities.
- Be responsible for meeting box office targets across the full range of the IFI's activities.
- Champion the consideration of audience development and engagement in relation to IFI programming and public affairs.
- Work with staff across the organisation to ensure that an excellent customer service experience is delivered on a consistent basis.
- Improve and maintain a high-quality customer relations ethos throughout the Institute.
- Maximise the profile and patronage of the IFI in Temple Bar including the IFI Café Bar and IFI Film Shop.
- Be responsible for the overall image and profile of the IFI and how it communicates at all levels.
- Ensure that the IFI's objectives and activities are communicated effectively to the public and key stakeholders, including press monitoring, operational plans, fundraising campaigns.
- Ensure analysis and measurement of all activities undertaken within the department. Make recommendations on future planned activity as a result.
- Act as relationship manager for agencies and suppliers to the Marketing team including website, design, advertising agencies
- Support the work of the IFI management team and undertake any other tasks as may be deemed reasonable and appropriate.
- Manage the Press & Marketing team including recruitment, overseeing of workflow, providing constructive and timely review of performance, training and mentoring and ensuring adherence to legal and company policies and procedures

**The ideal Candidate should:**

- Have the flair and creativity to devise effective marketing and communications strategies, and have a proven track record of managing marketing campaigns.
- Have knowledge and expertise in all marketing channels and be aware of trends and developments in both above and below-the-line marketing, and be constantly championing digital innovation.
- Show demonstrable experience in the areas of planning and budget management.
- Be an effective communicator with strong organisational skills.
- Have an ability to work in a constantly busy work environment with a high level of time management, be computer literate and have basic knowledge of project management tools, and design and media packages, including Adobe Creative Cloud.
- Have experience working in arts and culture, and a passion for film.
- Have excellent project management skills, be motivated, energetic and results driven.
- Have strong people management skills, a positive attitude and exemplary team skills.



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- Possess a natural capacity to facilitate productive relationships with suppliers, staff, the wider management team at IFI etc.
- Be someone who combines vision with the ability to make things happen, and can work on their own initiative.

**Application Process:**

This role is offered as a two-year fixed term contract

Please email letter of application with CV to [amcmanus@irishfilm.ie](mailto:amcmanus@irishfilm.ie) by Friday February 9<sup>th</sup> 2024

Starting salary will depend on experience and will be according to the following pay scale:

L1 40,800, L2 41,820, L3 42,865, L4 43,937, LS1 45,475, LS2 47,066 (LS – Long Service Increment, after 3 further years and 6 years respectively).

**Benefits:**

- Additional annual leave
- Bike to work scheme
- Employee discounts
- Enhanced Sick pay
- Film Store discount & free cinema tickets
- Hybrid working options

*The IFI is an Equal Opportunities Employer and welcomes applications from all sections of the community.*



Investors in  
**Diversity**

**BRONZE**