



Irish Film Institute

Marketing & Publicity Manager at the Irish Film Institute

About the Irish Film Institute

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.

At the IFI, we have developed strategic objectives around three core activities:

- **EXHIBIT** Providing nationwide access to the finest independent, Irish and international cinema.
- **PRESERVE** Preserving and promoting Ireland's moving image heritage.
- **EDUCATE** Providing inclusive opportunities for all audiences to learn and critically engage with film.

Marketing & Publicity 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
External Public Relations Consultant

Team: Press & Marketing Officer
Digital Marketing Officer
Marketing Assistant

About the IFI Marketing & Publicity Manager Role

At this hugely exciting period for Irish film, filmmakers and talent, the Irish Film Institute is seeking to appoint a dynamic and innovative Marketing & Publicity Manager to join our management team, working to the Director of Public Affairs & Marketing.

We are looking for a brilliant communicator with a genuine passion for film, cinema, arts and culture, someone who is ready to take the next step in their marketing and publicity career, and is excited and confident to lead and support a small and dedicated marketing and communications team. Our ideal Marketing & Publicity Manager will be ambitious, creative and curious, with a firm commitment to developing best in class marcomms activities across traditional and digital mediums, amplifying and uplifting the exciting and important work of the IFI to local and national audiences, and driving awareness for all that the IFI has to offer.

With options for hybrid working, generous holiday allowances, employee schemes and discounts, and of course access to the world's best films and filmmakers, the Marketing & Publicity Manager at the IFI will be responsible for developing and delivering all marketing, publicity and promotional initiatives for Ireland's leading arthouse cinema and the home of Irish film.

The role will be unique and varied, working across IFI Cinemas, the IFI Irish Film Archive, IFI Education, IFI International, IFI National and IFI Digital & Streaming Platforms, as well as the IFI Film Shop and IFI Café Bar. The Marketing & Publicity Manager will be pivotal in leading and supporting the Marketing and Publicity Team, working closely with colleagues across all departments at the IFI, bringing fresh ideas, new approaches and driving the IFI as *the* destination for great film and film experiences in Ireland, whether on-site or on-line.

Key Role Responsibilities include:

- Implementing and managing Marketing and Publicity activities for the IFI.
- Implementing and managing Digital Strategies for the IFI.
- Retaining, developing and engaging audiences across all IFI offerings.
- Managing the IFI Marketing and Publicity Budget.
- Leading and supporting the IFI Marketing and Publicity Team.



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Specific Responsibilities include:

- Leading and supporting the Marketing and Publicity Team, developing and overseeing workflows, providing performance reviews, advocating for the team and ensuring compliance with company policies and procedures.
- Devising, implementing, managing and analysing creative through the line marketing campaigns, in collaboration with the marketing and publicity team.
- Devising, implementing and managing national and local PR campaigns, building positive relationships with key media, and delivering impactful coverage for the IFI across its full range of activities, in collaboration with the marketing and publicity team and the external public relations consultant.
- Driving box office and revenue targets across the full range of IFI activities.
- Working to retain and grow audiences for the IFI and all its offerings.
- Working with the IFI team to ensure a consistently excellent customer service experience.
- Further positioning the IFI as a vibrant cultural destination in the heart of Dublin city centre.
- Increasing the profile of the IFI Café Bar, the IFI Film Shop and growing Private Hire business.
- Being the IFI Brand Guardian across all touch-points.
- Ensuring that the IFI's objectives and activities are communicated effectively to the public and key stakeholders.
- Measuring, analysing and reporting on the impacts of marcomms activities.
- Managing relevant external providers such as web developers, designers, printers, photographers, videographers, agencies, consultants etc.
- Other marketing and publicity related activities as required.

Our ideal Candidate has:

- 4+ years experience working in marketing and publicity teams in-house or in-agency, preferably in the area of cinema, film or the arts, or the cultural or creative industries, or adjacent sectors where marketing and publicity experience is transferable.
- A truly genuine passion for film and cinema and a strong desire to be part of the Irish film and cinema industry.
- A positive, collegiate and collaborative approach to working with colleagues, and demonstrable experience managing team members.
- Exemplary communication skills, both spoken and written.
- A strong understanding of marketing strategy, how to connect with diverse audiences, the opportunities that different marketing channels provide, some media buying experience, and the creativity and acumen to devise and implement high impact, results focused marketing campaigns across traditional and digital mediums.
- A passion for digital and social marketing and engagement, with demonstrable experience in implementing, managing and analysing both earned and paid social and digital campaigns, and a creative approach to content development.
- An excellent understanding of the Irish media landscape, an evolving database of personal media contacts and the ability to demonstrate successful pitching and delivery of media coverage.
- Solid experience in project planning and budget management.
- Champion level organisational skills, time management and multi-tasking abilities, with a keen eye for detail, as well as excellent computer skills in a variety of packages.
- The motivation, energy and resilience to work in a constantly busy environment, that will at times include events and activities outside of the usual working hours.
- Both the vision and initiative to make great things happen, and a willingness to learn and grow.



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Salary:

Starting salary will be dependent 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:

Hybrid Working
Additional Annual Leave
Enhanced Sick Pay
Upskilling Opportunities
Bike to Work Scheme
Complimentary IFI Cinema Tickets
IFI Café Bar and IFI Film Shop Discounts
Extensive Neighbourhood Discounts
Regular Social Events

How to apply:

Please email Amy McManus on amcmanus@irishfilm.ie with the following items:

- A current CV.
- A cover letter outlining why you are the best candidate for the role.
- An example of one marketing and/or publicity campaign that you devised and implemented.

Applications are now open and will **close at 6pm on Sunday May 12, 2024.**

All applications will be treated as strictly confidential.

The IFI is an Equal Opportunities Employer and we welcome applications from all communities. Should you require assistance in any part of your application process, please do not hesitate to get in touch, and all reasonable efforts will be made to facilitate your application journey.

This role is a full-time, two-year fixed term contract and applicants must have all the necessary documentation to work in Ireland.

