

Issue date: Thursday, 17th September 2020

Siamsa Tíre, The National Folk Theatre of Ireland Marketing Assistant (Temporary) Recruitment Pack

Contract: Fixed Term to 31st March 2021

Pay: €15.00 per hour

Hours: Average a minimum of 14 hours per week.

Line Management: Reporting to the Marketing Manager. The employee may work alongside other staff, volunteers and work experience students from time to time.

Marketing Assistant (Temporary) Job Description

The Marketing Assistant is responsible for supporting the Sales and Marketing Manager in implementing marketing and sales strategies that will drive audience engagement and attendance at Siamsa Tíre's events to achieve our earned income targets.

Reporting to the Sales and Marketing Manager, the Marketing Assistant will liaise internally across the organisation with colleagues in Administration, Marketing, Building Facilities, Technical, Artistic Programming, and in-house Productions as well as liaise externally with our partners, visiting groups and performers.

The Marketing Assistant holds the following responsibilities:

1. Sales:

- Support the Sales & Marketing Manager with implementation of the venue ticketing system as a CRM sales tool, ensuring steady customer database growth and accurate and comprehensive data entry and customer records management;
- Support the Sales & Marketing Manager with research and analysis of groups and businesses to identify new sales opportunities and grow the customer base of block-bookers;
- Support the Sales & Marketing Manager with research and population profiling of the venue's sales catchment area and population (size and demographics, life stage, lifestyle, affluence, social and educational profiling);
- Support the Sales & Marketing Manager with a comparative analysis of the catchment area against the venue's existing customer base on a geographic basis to map audience locations and identify potential for further development of the customer base on a geographic basis;
- Support the Sales & Marketing Manager with a comparative analysis of Siamsa Tíre's sales performance and sales patterns against comparable national averages to identify weaknesses and strengths;
- Support the Sales & Marketing Manager with analysis of recent sales patterns and historical trends to provide business insights that can be used to develop the customer base and drive individual and group sales;
- Support the Sales & Marketing Manager with research and analysis of Siamsa Tíre's local and national market share and identify opportunities for growth;
- Support the Sales & Marketing Manager with implementation of the venue website as a direct point of sale, ensuring search engine optimisation, smooth customer journeys and rapid, secure sales processing;

2. Marketing and promotion:

- Support the Sales & Marketing Manager with research and development of Siamsa Tíre's competitor analysis and contributing to the company's SWOT analysis to inform marketing and promotion plans;
- Support the Sales & Marketing Manager with devising and implementing an integrated, targeted marketing and promotional strategy that will deliver maximum return on investment and achieve agreed sales and revenue targets;
- Support the Sales & Marketing Manager with customer base analysis to segment and appropriately target customer niches for upcoming events;
- Support the Sales & Marketing Manager with research and analysis of customer buying behaviour and adjust marketing and promotional strategies to best capture and drive potential customers into Siamsa Tíre's sales channels;
- Support the Sales & Marketing Manager with the design, print and distribution of high-quality promotional flyers, posters and print materials for each event to appropriate target locations;
- Support the Sales & Marketing Manager with growing the network of locations for distribution and display of promotional materials such as libraries, businesses, education centres etc and cultivating positive relationships with those locations;
- Support the Sales & Marketing Manager with the production and distribution of client promotional materials adheres to the agreed contract terms and is implemented in a timely fashion to maximise sales;
- Support the Sales & Marketing Manager with compilation, printing, packaging, and distribution of season brochures to Siamsa Tíre's customer base and the general public;
- Support the Sales & Marketing Manager with production and appropriate placement of radio, print, online and other media adverts promoting Siamsa Tíre's events and activities;
- Support the Sales & Marketing Manager with continuous updates of local and national event listings to promote Siamsa Tíre's events and activities;
- Support the Sales & Marketing Manager with ROI analysis of marketing and promotional activities and adjusting activities to maximise ROI accordingly;
- Support the Sales & Marketing Manager with implementation of an online marketing strategy across our third-party platforms (Youtube, Vimeo, Facebook, Twitter, Instagram) that will reinforce other our promotional activities and continuously drive customer engagement and sales traffic to Siamsa Tíre's website or other points of sale;
- Support the Sales & Marketing Manager with cross-sell or bundle packages with local tourism or hospitality partners that will increase sales;
- Support the Sales & Marketing Manager with marketing plans and reports as required.

3. Press, PR and Relationship:

- Support the Sales & Marketing Manager with developing positive relationships with journalists and media, ensuring that they are familiar with and briefed on Siamsa Tíre and our upcoming events and activities;
- Support the Sales & Marketing Manager with issuing regular high-quality press releases that will maximise media placements for Siamsa Tíre's events and activities;
- Support the Sales & Marketing Manager with managing press photo shoots, press calls, and press launches that promote Siamsa Tíre's events and activities;
- Support the Sales & Marketing Manager with generating content, pitching interviews, features, and articles about Siamsa Tíre to local, national and international media;
- Support the Sales & Marketing Manager with maximising Siamsa Tíre's online platforms (Youtube, Vimeo, Facebook, Twitter, Instagram) for general brand profile, presence, communications and announcements to the public;

- Support the Sales & Marketing Manager with networking, regularly communicating, and developing positive relationships with Siamsa Tíre's industry or business partners such as Tralee Chamber of Commerce, Fáilte Ireland, Tourism Ireland etc;
- Support the Sales & Marketing Manager with ensuring that funders and industry partners are appropriately credited on communications or marketing materials.

4. Brand management:

- Support the Sales & Marketing Manager with the development and implementation of an appropriate brand identity for Siamsa Tíre that will communicate the company's values and deliver the company's strategic objectives;
- Support the Sales & Marketing Manager with ensuring that all communications, across all channels, by all employees/ agents adheres to the agreed brand guidelines;

5. Customer Service:

- Cover box office in the absence of the box office assistant if required;
- Greeting and acknowledging customers and partners in a warm, friendly, professional, and welcoming manner;
- Dealing effectively with customer queries and complaints;
- Assisting with issuing and taking tickets at events and escorting patrons to their seats;
- Assisting with serving customers at any of Siamsa Tíre's sales and customer service points;
- Anticipating and acting upon customer needs and requirements;
- Being aware of the needs of customers with disabilities or special needs and ensuring that their needs are met sensitively;
- Acting as the centre's representative on formal occasions as appropriate;
- Act as duty manager for events when necessary.

6. Budgeting & finance:

- Maintain compliance with company Financial Controls: Policies and Procedures;
- Contribute to budgeting processes as required;
- Adhere to assigned budgets.

7. External liaison:

- Agreeing on marketing activities and liaising with visiting groups and performers and providing timely sales, marketing and promotional activities reports to the promoter;
- Ensuring completion of client booking forms for events and adherence to contracts;
- Liaising with suppliers and negotiate on goods, services or terms and conditions.

8. Other Duties and Obligations:

- Attend cross-departmental and executive staff meetings if required;
- Adhere to staff policies and procedures as set out in the employee handbook;
- Act as an ambassador and advocate in representing the company;
- Adhere to procedures relating to the proper use and care of information, equipment and materials for which the role has responsibility;
- Participate in training and development programmes/courses to maintain and improve performance and to assist in identifying self-training and support needs;
- Participate and work within a performance management development system;
- Undertake any other duty as may be required.

Candidate Skills and Attributes:

Essential:

- The ability to work on own initiative.
- Excellent literacy and communication skills
- Good numeracy skills.
- Reliability, flexibility, and congeniality in a team environment.
- The ability to independently plan ahead and manage time and meet deadlines.
- Self-motivated with a high degree of initiative to pre-empt potential problems, troubleshoot and implement appropriate solutions.
- Excellent organisational skills.
- Excellent interpersonal and teamwork skills.
- A calm, assured, clear and diplomatic approach to communication.
- Familiarity with Microsoft Outlook, Word, Excel, & general computer literacy.

Desirable:

- A relevant qualification
- An affinity with and appreciation of folk and traditional arts.
- An understanding of contemporary arts practice and creative learning, participation and engagement programmes.

Contract Terms Offered:

This is a temporary role to enhance organisational capacity until 31st March 2021. Salary level is set at the Full Time Equivalent rate of €31,200 per annum payable on a pro rata basis i.e. €15 per hour for 14 hours per week. While the role is anticipated to average a minimum of 14 hours per week, flexibility on hours is an integral requirement of the role e.g. project delivery may require multiple consecutive days work for which Time Off in Lieu will be provided. A four-month probationary period will apply. The company facilitates flexi-time working for back-office work and is currently facilitating remote working for staff where possible to protect against the spread of COVID-19. The position is subject to Garda and reference checks.

Recruitment Process:

Candidates will be assessed and scored against the requirements of the role as described and against the skills and attributes sought for the role. Candidates should therefore ensure that the information provided in their applications clearly demonstrates their suitability against the requirements.

Within four weeks of the closing date for applications, shortlisted candidates will be invited to interview and candidates who have not been selected for interview will be informed that they were not selected. A second interview may be scheduled in the case of close scoring of two or more candidates.

Expenses for attendance to first interviews will not be covered. Reasonable expenses for attendance to second interviews may be covered with prior agreement.

Before the company considers making an employment offer to an applicant, we will require the contact details of two referees including both phone and email addresses. These can be provided by you upfront on your original application or, if you prefer, requested from you after your interview. These referees must be able to vouch and account for your professional expertise and experience specifically as it relates to the role that you have applied for. The referees will also be asked questions relating to your trustworthiness, reliability, and character.

The company reserves the right to form a panel of qualified candidates or not to appoint to the role from the applications received.

Applications:

The deadline for applications is **Monday 12th October 2020 at 5pm**

Applications should be emailed to: admin@siam satire.com. Hard copy materials and applications will **not** be accepted.

Applicants must send an email with the words **Marketing Assistant Application** in the subject line of the email and must attach:

- a) a cover letter which gives an insight into your values and your approach to your work.
- b) a CV which clearly demonstrates how your qualifications and professional experience meets the job and skills requirements.

Siamsa Tíre is deeply grateful for the grant funding and business sponsorship that has been provided in 2020 by:



An Roinn Cultúir,
Oidhreacht agus Gaeltachta
Department of Culture,
Heritage and the Gaeltacht



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