

St. Patrick's Festival

Marketing Manager for St. Patrick's Festival 2025

<u>Job Title:</u>	Marketing Manager
<u>Reporting to:</u>	Head of Marketing & Communications
<u>Contract start date:</u>	11 th November 2024
<u>Contract end date:</u>	12 th April 2025
<u>Contract salary:</u>	DOE
<u>Location:</u>	Unit 1, Blackhall Green, Blackhall Place, Dublin 7
<u>General terms:</u>	Pre Christmas: Part-time hours to be agreed Jan to March: Monday – Friday, full time hours (37.5hrs per week) March – April: Part time hours for report compiling <i>*also includes requirement to work throughout St. Patrick's Festival weekend, March 15 – 17 2025.</i>

Purpose of the job:

St. Patrick's Festival are currently seeking a Marketing Manager to work across the 2025 festival. This collaborative role, reporting to the Head of Marketing and working with the wider marketing & festival team, will assist in the development and implementation of a comprehensive marketing strategy that generates excitement, awareness and anticipation for the 2025 festival while upholding the brand values and identity across all communications.

Duties & Responsibilities:

- Assist in the development and implementation of a comprehensive, multi-channel marketing strategy to drive awareness, engagement and attendance for the 2025 St. Patrick's Festival.
- Work alongside the Head of Marketing, wider marketing & festival teams and external PR team to facilitate the official launch of the festival to media along with subsequent announcements based on the festival programme.
- Work with the design team to produce marketing materials for use in advertising, PR, branding, sponsorship and on digital platforms for promotion of the festival.
- Management of media partnerships and co-ordination of assets and materials to ensure smooth running of agreements.
- Stakeholder Management with funders and supporters of the festival.
- Brand management of physical and digital elements across all festival sites.

- Management of social media team to ensure that content is engaging, correct and also meets KPI requirements that will be laid out ahead of time.
- Tracking and analysing the performance of campaigns - Measuring and reporting results.
- Ad hoc day-to-day marketing duties.
- Working across the festival throughout March 15th, 16th & 17th

Person Specification:

Previous experience working in a management role and managing marketing budgets.

Experience working across all relevant marketing channels including (but not limited to) digital marketing, OOH, social media, print, broadcast.

Excellent written & verbal communication skills.

A strong work ethic and willingness to get stuck in to ensure campaigns are delivered on time and on plan.

Experience in the festival / events industry would be a bonus but not essential

Excellent interpersonal skills and the ability to communicate with a range of levels and teams

About the festival:

St. Patrick's Festival is Ireland's official celebration of our national holiday, St. Patrick's Day. St. Patrick's Festival is a joyful occasion which runs in Dublin, centred around 17th March and marked by our flagship event the Festival Parade and wider programme. The Festival is a multicultural international event that is committed to displaying contemporary and traditional arts, culture and heritage of the Irish people and the people who call Ireland home.

How to Apply:

Interested candidates should email info@stpatricksfestival.ie outlining their suitability for the role and attach a full Curriculum Vitae. Please include the subject line 'Marketing Manager Application'.

The closing date for applications is 17:00 on Wednesday 30th October 2024.

St. Patrick's Festival is an equal-opportunity employer.