

St. Patrick's Festival

Senior Marketing Executive

St. Patrick's Festival is seeking an experienced Senior Marketing Executive to join our marketing team and help deliver the Festival campaign.

Working closely with the Head of Marketing and Marketing Manager, you will coordinate marketing activity across digital, social, advertising and print. You will work with colleagues, creative suppliers, sponsors and partners to bring the campaign to audiences in Ireland and internationally.

We are looking for someone who knows how to move a campaign from planning into delivery, takes pride in their work and enjoys being part of a busy event team. You should have experience working in marketing and supporting live events, although a festival background is not essential.

Contract details

Part-time: November & December 2026 – 3 days per week

Full Time: Monday – Friday January to March with some additional hours after the festival for event wrap up and reporting. Hybrid working is an option but with dedicated office days.

Office Location: Blackhall Green, Blackhall Place, Dublin 7, D07 NY07

Start date: Start date November 2026, with the successful candidate joining as soon as possible.

Contract duration: November 2026 to March 2027

Salary: In line with experience.

Festival attendance: The successful candidate must be available to work throughout the Festival, 13–17 March 2027.

The role will be actively supported by the Head of Marketing and Marketing Manager, who will retain responsibility for spending and final approvals.

Responsibilities

Campaign delivery

- Support the planning, delivery and evaluation of the Festival's marketing campaign.
- Manage agreed areas of activity, maintaining clear schedules and ensuring deadlines are met.
- Coordinate information and assets across the Festival team so that marketing materials are accurate and ready on time.
- Help tailor activity to different audiences, supporting awareness, engagement and attendance.

Digital and social marketing

- Set up, manage and monitor paid digital and social campaigns within approved budgets, recommending adjustments to improve performance.
- Work closely with our in-house content creator to plan and deliver organic social activity, including the content calendar, campaign messaging and Festival coverage.
- Coordinate content briefs and approvals, ensuring activity reflects the Festival's tone, brand guidelines and partner commitments.
- Support website updates and email campaigns, keeping information clear, accurate and current.
- Monitor campaign results and share practical recommendations with the marketing team.

Advertising, design and print

- Liaise with media owners and suppliers on quotes, specifications, artwork deadlines and placement schedules, submitting costs for approval before bookings are confirmed.
- Brief designers and manage feedback, revisions and the approval process.
- Coordinate print production and distribution, working closely with designers, printers and the wider Festival team.
- Proofread materials and check event information, branding and sponsor credits before submitting them for final approval.

Sponsors, partners and stakeholders

- Work with the sponsorship team to deliver agreed marketing commitments for sponsors and partners.
- Coordinate partner assets, campaign activity and approvals, keeping colleagues informed of progress.
- Ensure sponsor and partner recognition is accurately represented across relevant materials and channels.
- Gather campaign results and examples of activity for partner reporting.

Festival delivery and reporting

- Work with the wider team on marketing delivery during the Festival, coordinating updates and responding to changes as they arise.
- Support the content creator and other suppliers with schedules, briefs and access to relevant information.
- Track activity and expenditure for review by the Head of Marketing and Marketing Manager.
- Contribute to the post-Festival marketing report, identifying what worked well and where future campaigns could improve.

Essential experience and skills

- At least three years' relevant marketing experience, or equivalent experience demonstrating the ability to deliver campaigns independently.
- Practical experience managing paid social campaigns, including audience targeting, performance monitoring and reporting.

- Experience coordinating organic social activity and working with content creators or creative teams.
- Experience booking advertising and managing campaign rollout.
- Experience briefing designers and coordinating print production.
- Previous experience supporting the marketing or communications delivery of live events.
- Strong writing and proofreading skills, with good judgement around tone, messaging and brand consistency.
- Excellent organisation and attention to detail, with the ability to manage competing deadlines.
- Confidence working with colleagues, suppliers, sponsors and external stakeholders.
- Ability to interpret campaign results and use them to inform recommendations.

Desirable experience

- Experience in arts, culture, tourism, entertainment or festivals.
- Experience with advertising bookings and rollout across agreed channels, including digital, print, radio and outdoor.
- Familiarity with Google Ads, website content management systems and email marketing platforms.
- Experience delivering sponsor or partner campaigns.
- An understanding of accessible communications and marketing to different audience groups.

How you work

You will be comfortable taking ownership of agreed tasks and following them through. You will communicate clearly, share information and work well with colleagues across the organisation.

We are looking for someone who brings ideas, spots potential problems early and stays composed when plans change. You should be confident working independently, while knowing when to seek guidance or bring a decision to the wider team.

How to apply

Please email info@stpatricksfestival.ie with your CV and a short cover letter outlining your suitability for the role. Include the subject line **‘Senior Marketing Executive Application’**.

Closing date: Monday 2nd November 2026

St. Patrick’s Festival is an equal opportunities employer.