

Crawford Art Gallery

MARKETING & COMMUNICATIONS MANAGER		
Job Title: Marketing and Communications Manager	Location: Crawford Art Gallery, Cork	
Department: Marketing & Communications	Date: August 2019	Version: 2.0
Reporting To: Head of Operations		
Direct Reports: Marketing & Events Executive		
Role Specification		
<p>Role Purpose: Responsible for all aspects of Crawford Art Gallery's communications, promoting brand awareness and planning and delivery of marketing and communications to a local, national and international audience.</p>		
Salary: HEO Point 1 (PCC)	Type of Position: Fixed Term 2 years	Hours: Full Time
Area of Responsibility:		
<p>Key Activities:</p> <ul style="list-style-type: none"> • Develop the Gallery's marketing & communications strategy to effectively position the Gallery, attract, and retain visitors onsite and online • Implement the Gallery's marketing & communications strategy to achieve visitor number, audience engagement, & brand reach goals • Manage a number of marketing campaigns each year from start to finish and liaise with curators and Learn and Explore staff • Manage the Gallery's relationships with external PR, creative & digital agencies • Ensure efficient & effective use of marketing & communications budget and advertising budget through close monitoring and management of same • Actively monitor and report on Key Performance Indicators (KPI) to measure effectiveness of marketing & communications • Establish partnerships and manage relationships with strategic media groups, tourist boards, festivals & other key cultural organisations & sponsorship relationships • Run regular press and publicity events • Manage events co-ordination staff by setting KPIs for income generation and development of key external relationships. • Develop and support a Digital Engagement strategy with a goal of providing meaningful digital experiences for Gallery visitors onsite and online • Actively monitor and report on KPI's to measure effectiveness of digital engagement activity • Align the exhibitions schedule to explore long-term digital engagement opportunities for key exhibitions • Foster cross-departmental co-operation within Public Engagement and across the Gallery • Contribute positively to the overall environment and internal communications of the Gallery • Presentation at Board Meetings and Subcommittee meetings as required • Supporting Sponsors, Corporate partnerships and liaising with third party Communication and Marketing teams as required • Represent the Gallery externally as required • Undertake any other duties in line with the responsibilities of the post as requested by Head of Operations or Director 		

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Person Specification	
Knowledge & Skills	
Essential Qualifications and Skills	
<ul style="list-style-type: none"> • A relevant third level qualification • Minimum 5 years' experience in all aspects of Marketing & Communications • A strong background in managing all aspects of marketing & communications with proven track record of growing and developing audiences • Excellent communication and presentation skills • Experience of Staff Management • Digital Marketing experience 	
Functional Knowledge & Experience	Business Knowledge & Experience
<ul style="list-style-type: none"> • Strong Cultural interest • Excellent knowledge of best practice and emerging trends in arts & culture communications and marketing • An analytical approach with the ability to combine data, knowledge & experience when making decisions • Excellent people development skills and the ability to create clear and realistic goals • Proven experience of working in a Team environment. • Destination Visitor Engagement experience • An ability to coach and support the team to maximise talents and abilities 	<ul style="list-style-type: none"> • A proven ability to effectively influence internal and external stakeholders and drive inter-departmental collaboration • Experience in effectively managing multiple work-streams across projects • A proven ability to structure workload effectively • Ability to plan, develop and ensure achievement of short, medium and long term goals and priorities in line with Crawford Art Gallery's annual budget and strategic plans.
Application Process	
<ul style="list-style-type: none"> • Please send Cover Letter & CV to Norma Cuddihy, Head of Operations, normacuddihy@crawfordartgallery.ie • Please note that applicant's data will be held on file in Crawford Art Gallery, Emmet Place, Cork for a period of 12 months to comply with current employment and data protection legislation. If you do not want your details held on file please contact Norma Cuddihy at normacuddihy@crawfordartgallery.ie • Note: This job description is a guide to broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. The job description may be subject to review in the view of new structures and / or the changing needs of the Gallery. All employees are required to be compliant with CAG screening, security and Garda vetting procedures. <p><i>Candidates should note Crawford Art Gallery complies with Department of Public Expenditure and Reform regulations and guidelines on Public Service pay and conditions of employment.</i></p> <p>Closing date for receipt of applications: Friday 30th August 2019</p>	