



## **Fishamble: The New Play Company**

### **Marketing, Outreach, and Engagement Manager**

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**JOB TITLE:** Marketing, Outreach, and Engagement Manager  
**CONTRACT:** Full time position; 3-Year contract with plans to extend  
**SALARY:** €42,000 – €45,000 per annum, commensurate with experience

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#### **BACKGROUND:**

Fishamble is an Irish theatre company that discovers, develops, and produces new plays of national importance with a global reach. It has toured its productions to audiences throughout Ireland, and to 20 other countries.

It champions the role of the playwright, typically supporting over 50% of the writers of all new plays produced on the island of Ireland each year and typically produces over 200 performances annually. Fishamble works collaboratively with networks of artists, communities, and organisations, to achieve the maximum possible life for its plays, through various initiatives including digital recordings, accompanying educational resources, and published playscripts which are sold worldwide.

Our vision is a world where vibrant new theatre stands at the centre of a vibrant civic society. Fishamble has received many awards in Ireland and internationally, including an Olivier Award.

#### **THE ROLE:**

Fishamble: The New Play Company is currently seeking to recruit a dynamic, experienced, and enthusiastic person to fulfil a full-time Marketing, Outreach & Engagement Manager role, as a member of its core team.

The Marketing, Outreach & Engagement Manager will work alongside the Artistic Director, Executive Director, and other staff members in a tight-knit, collaborative, and supportive environment. As a core team member, the Marketing, Outreach & Engagement Manager will contribute to the delivery of Fishamble's Strategic Plan (2022-26) and uphold the company's objectives and mission.

The successful candidate will have the requisite skills and experience to deliver an ambitious marketing and audience development programme for 2024-2027 and beyond. The duties of the role are split between Marketing (70%) and Engagement & Outreach (30%), with exciting opportunities to lead and own strategic projects and redevelopments.

This is a full-time role of 40 hours per week including lunch breaks. Typical hours are between 10am-6pm, with occasional evening and weekend work required during production periods. Time off in lieu will be given for any authorised overtime. The successful candidate will be expected to work primarily in our Dublin City Centre office, however a flexible combination of office-based work and working from home is possible.



## **JOB DESCRIPTION:**

Duties of the role include but are not limited to:

### Marketing (70% FTE)

- Working closely with the Artistic Director, Executive Director, and other members of Fishamble staff, on all aspects of delivering Fishamble's institutional and programmatic marketing, and developing its outreach and engagement strategy;
- Develop and execute digital and print marketing campaigns for Fishamble's artistic programme of productions and artist-focused initiatives. This is carried out in line with Fishamble's developing sustainability policy, and partner venue requirements for venue-specific print and digital campaigns;
- Ensure the consistency and accessibility of all marketing materials;
- Devise specialised marketing sub-strategies to attract target audience groups, as agreed with the executive team.
- Support regional marketing and advertising campaigns through Facebook ads, sponsored posts, and Google ads, within agreed budgets;
- Manage institutional marketing for Fishamble, ensure consistency in content, messaging and tone across all media and social platforms;
- Oversee the redesign of Fishamble's website to ensure best practice in accessibility while delivering Fishamble's core messages to a wide range of audiences;
- Digital content creation which can include filming and editing promotional videos, audience vox pops, and strong visuals to promote Fishamble's work;
- Maintain databases relevant to marketing and public relations and all press files;
- Collate copy for publications, play-scripts and digital programmes;

### Engagement & Outreach (30% FTE)

Work with senior management and producing team to:

- Devise and implement strategies for ethically and efficiently collecting, using and analysing audience data to improve access and experience, in order to widen our audiences;
- Build relationships with educators to generate sales of our Encore Education packs;
- Measure and analyse Fishamble audiences, community engagement, social media engagement, and uptake of education packs;
- Work with fundraising and development staff to identify funding opportunities relating to education and outreach;
- Drive community outreach strategies including expanding on existing partnerships and building new relationships;
- Coordinate post-show discussions, educational talk-backs, and other relevant educational production resources;
- Create engaging copy for newsletters and digital marketing campaigns to grow Fishamble's audiences and deepen engagement;



#### General:

- Manage ticket requests for staff, company, and guests for upcoming productions;
- Attend performances, press conferences and other events, as necessary;
- Contributing to the content of funding applications and reporting, as required;
- Playing a key role in delivering long-term company strategy;
- Monitoring and ensuring compliance with Fishamble's stated policies and procedures;
- Working with Fishamble colleagues and production personnel to uphold health and safety standards during production, and while in office.
- Perform other duties that may be required by the company from time to time.

#### PERSON SPECIFICATION:

The successful candidate will be able to demonstrate strong examples from their past working experience highlighting that they have both the energy and enthusiasm for this role with Fishamble, along with the following key skills and traits:

#### Knowledge & Experience:

- A minimum of 3 years' experience in marketing and audience development. Theatre and/or performing arts experience preferred, but not essential;
- An excellent understanding of Fishamble's history and ethos, and its place within the Irish theatre sector;
- Proven experience in setting objectives and managing projects, deadlines, and budgets;
- Experience of working with external agencies for special projects, including website redevelopment, CRM upgrades, and various design projects;
- Experience and understanding of marketing budgeting and planning;

#### Skills:

- Ability to think strategically and translate into effective action plans;
- Strong attention to detail, with excellent written and verbal communication skills;
- Excellent IT skills, with a high level of proficiency in MS Office;
- Experience and proficiency with Salesforce or similar CRM system;
- Experience with video and image editing software such as Canva, Vimeo and/or Adobe;
- The ability to multi-task across a busy year-round and multi-annual production cycle, managing priorities, budgets, and timelines;
- Experience of marketing and audience development campaigns and initiatives for national and international events;
- Flexibility for varying working hours when the company is in production and/or on tour;

#### Personal Attributes:

- Positive, motivated, and committed to the ethos, values, and ambition of Fishamble;
- Ability to multi-task, prioritise competing demands and meet deadlines;
- Approachable, a good communicator who credibly represents their role internally and externally;
- Someone who takes ownership, responsibility, and works well in a small and productive team.



#### TERMS:

*Location:* The role is primarily based at Fishamble's office in Dublin 1, with the possibility of working remotely by arrangement. Fishamble is open to discussing other flexible working options.

*Duration:* This is initially a three-year contract which Fishamble intends to extend as a core role within the organisation.

*Hours:* The role of Marketing, Outreach, and Engagement Manager is a full-time role of 40 hours per week including lunches. Due to the nature of the role, some weekend and occasional evening work will be required during production periods. Time off in lieu will be given for any authorised overtime.

*Salary:* €42,000 - €45,000 per annum, commensurate with experience. The successful candidate will be paid through company payroll.

Employees who make contributions to a PRSA will have contributions matched up to 3% for the duration of the contract. Set up of a PRSA will be facilitated for anyone joining the company, as requested.

#### HOW TO APPLY:

To apply for this role, please email your **CV** and a **cover letter** outlining your experience and suitability for the role to [vacancies@fishamble.com](mailto:vacancies@fishamble.com) by 5pm (Irish time) on Monday 22 April, 2024.

Please use 'Marketing, Outreach & Engagement Manager – Your Name' in the subject-line of your email.

#### ADDITIONAL INFORMATION:

- Short-listed candidates will be invited to attend an interview to be held w/c 29 April 2024 at Fishamble's office, 3 Great Denmark Street, Dublin 1.
- Fishamble's office is in a Georgian building which is not wheelchair accessible. Fishamble has arrangements in place to facilitate meetings and rehearsals with those facing physical access barriers. If you have physical access needs, please advise and an alternative interview location will be arranged, or alternatively, an interview can be held via Zoom.
- All applications will be treated in the strictest confidence.
- Fishamble is committed to creating a diverse environment and is proud to be an equal opportunity employer.
- More information about Fishamble can be found at [www.fishamble.com](http://www.fishamble.com)

Fishamble is funded by the Arts Council and Dublin City Council, and its international touring is supported by Culture Ireland.

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