

Fishamble: The New Play Company

Marketing and Fundraising Executive

Fishamble: The New Play Company is currently seeking to recruit a dynamic, experienced, and enthusiastic person to fulfil a new full-time, 2-year contract role of **Marketing and Fundraising Executive** from April 2017. This position has been created with the support of Business to Arts and Dublin City Council's Dublin Culture Connects as part of the *Fundraising Fellowship Dublin* programme.

The Marketing and Fundraising Executive will be based at 3 Great Denmark Street, Dublin 1, and will work alongside the Artistic Director, General Manager, and Literary Manager in a tight-knit, collaborative, and supportive environment. The successful candidate will be responsible for the programmatic and institutional marketing of the Company, and strengthening the Company's fundraising initiatives, as Fishamble approaches its 30th year in 2018. The Executive will report to the Artistic Director, General Manager, and the Board Fundraising Sub-Committee.

The main duties of the Marketing & Fundraising Executive are as follows:

MARKETING:

- *General:*
 - Plan, implement, and manage all institutional and programmatic marketing campaigns for the Company, including online and print campaigns, in line with Company objectives and within an agreed budget;
 - Collate of copy for publications, play-scripts and programmes;
 - Develop and implement brand and marketing strategies ahead of Fishamble's 30th anniversary in 2018.
- *Online Presence*
 - Manage content on Fishamble website and social media platforms;
 - Maintain of online mailing lists, and coordination of outreach to mailing list subscribers.
- *Audience Development:*
 - Increase quantity and quality of data capture of audiences at performances with in-person and online engagement, in order to expand awareness of Fishamble's unique and innovative brand, and to grow audience data by agreed targets;
 - Conduct audience development research to source new audiences and to consolidate and maintain existing audiences;
 - Measure current audience statistics, and raise the impact of programmatic and institutional marketing initiatives in order to reach an increased paid-seat occupancy by an agreed percentage per year across all shows;
 - Increase the number of online friends, followers on social media, and regular engagement with same by agreed targets each year.
- *Reporting:*
 - Manage and report data captured across all methods of audience engagement to the Board sub-committee, including website analytics and metrics;
 - Report quarterly on marketing strategies and achievements, using analytics and social media insights.

FUNDRAISING:

- *General*
 - Develop new and strengthen existing fundraising strategies to hit agreed fundraising targets as part of Fishamble's 30th anniversary year in 2018;
 - In consultation with the Artistic Director and General Manager source alternative potential funding and income streams and develop opportunities for fundraising.
- *Friends Programme*
 - Manage and promote existing Friends of Fishamble programme with Friends programme coordinator and increase membership in line with agreed targets;
 - Manage regular correspondence with existing donors and Friends, including the fulfilment of membership benefits;
 - Coordinate Company special events, Friends events, and spike nights.
- *Funding Applications*
 - Assist the Artistic Director and General Manager with preparation of annual and seasonal funding grant applications and proposals, and ensure the delivery of these proposals to relevant bodies, on time.
- *Reporting:*
 - Report to Board Fundraising sub-committee quarterly.

As a part of the Fundraising Fellowship Dublin programme, the Marketing and Fundraising Executive will also be required to participate in what is a new and very exciting initiative, with the Fundraising Fellowship, Dublin programme of activity between April 2017 and March 2019. This will require the Fellow's attendance at various workshops, training, and mentoring sessions with Business to Arts and their partners.

The ideal candidate must demonstrate:

- a successful track record in strategic marketing;
- experience of fundraising and management of Friends (membership) programmes, within the theatre/arts industry or elsewhere;
- ability to manage projects at different stages of development and scale, with a variety of timelines;
- ability to plan and act strategically and to communicate well, both verbally and in writing, to ensure the successful implementation of Fishamble's medium and long term marketing and fundraising goals;
- experience or interest in theatre and the arts.

CONTRACT TERM: 2 years with 6 month probationary period
SALARY: €30,000 per annum base, with target-based bonuses, and introduction to company pension scheme after 12 months.
TO APPLY: Send CV and letter of application to Eva Scanlan: eva@fishamble.com
CLOSING DATE: 5pm on Monday 6th February, 2017.

Fishamble: The New Play Company is funded by the Arts Council and Dublin City Council. Its international touring is supported by Culture Ireland.

For further information about Fishamble please see www.fishamble.com
www.businesstoarts.ie
www.dublincultureconnects.ie