

The background image shows a man with a grey beard and glasses, wearing a dark sweater with a 'G' logo, being interviewed. He is holding a microphone. In the foreground, a person is holding a smartphone on a gimbal, recording the interview. The phone's screen shows the live video feed of the man. The phone's back cover has 'NEEWER' and 'Mobile Phone LED Light' printed on it. The scene is dimly lit, typical of a film festival event.

diff

Dublin International
Film Festival

RECRUITMENT PACK
FESTIVAL MARKETING COORDINATOR

OUR STORY

diff

**Dublin International
Film Festival**

Dublin International Film Festival (DIFF) is Ireland's premier film event, dedicated to presenting the best in contemporary and classic world cinema.

It brings the world to Ireland, and showcases Ireland to the world. With a rich history spanning several decades, DIFF showcases a diverse selection of films, hosts industry events, and fosters a vibrant film culture in Dublin.

Over the past 23 years, it has screened more than 1,700 international films from over 52 countries. The Festival has hosted thousands of high profile guests, including Jessica Lange, Ed Harris, Ralph Fiennes, Al Pacino, Kristin Scott Thomas, Daniel Day-Lewis, Steve McQueen, Danny DeVito, Ennio Morricone, Julie Andrews, Angela Lansbury, Stanley Tucci, and Stellan Skarsgård.

The 2025 festival welcomed over 22,000 people across 11 days, screening 147 films from 35 countries, shown across 6 venues, and featured an expanded programme with 19 public events, 20 industry events.

OUR MISSION

Dublin International Film Festival presents a distinctive selection of Irish and international film in an elevated, accessible cinema experience to diverse audiences

It celebrates and supports the art and craft of world-class filmmaking and enhances the cultural capital of our society

OUR VISION

To be a world-class, destination film festival

To be a trusted advocate for Irish film

To cultivate greater access and year-round opportunities for people watching and working in film

To support and connect emerging artists and new audiences

OUR VALUES

PASSION

DIFF is driven by a passionate belief in the power of film, drawn from its many genres and source cultures. DIFF is a devoted champion of, and advocate for, Irish cinema. It is committed to introducing Irish audiences to provocative, inspirational and thought-provoking international cinema.

RESPECT

Trust and mutual respect are central to DIFF's relationships with its audiences, filmmakers, supporters and stakeholders.

EXCELLENCE

DIFF is committed to the delivery of best-in-class programming as well as high-quality, diverse audience and filmmaker experiences.

INNOVATION

DIFF utilises the most innovative technologies and strategies available to curate and present the ever-changing art form of the moving image for its audiences.

REPRESENTATION

DIFF is an inclusive and diverse organisation that promotes and delivers equality of opportunity regardless of race, ethnicity, religion, gender or sexual orientation across all its activities, from programming and audience development to employment policies.

SUPPORT

DIFF supports the work of filmmakers and facilitates the development of film practitioners by showcasing talent, spearheading learning opportunities and providing forums where valuable new working relationships can be formed.

ACCESSIBILITY

DIFF values accessibility in all forms, ensuring that all communities can access our programmes. DIFF has piloted captioned screenings and engages with specific communities with discounted and free ticket giveaways as policy.



diff
Dublin International
Film Festival





diff
Dublin International
Film Festival



PURPOSE OF THE ROLE

The Festival Marketing Coordinator will support the Marketing Manager and work with the wider festival team to achieve the festival's marketing objectives. The role includes cross-channel content development, supporting and contributing to festival marketing plans, and engaging confidently with partners, audiences, and festival guests.

This position offers a unique opportunity to work in the heart of the Irish film industry and contribute to the growth and success of a world-class film festival.



KEY RESPONSIBILITIES

Marketing Plans: Support the Marketing Manager and the Director of Commercial & Marketing to execute a comprehensive marketing plan for DIFF 2026.

Website Maintenance: Support the maintenance of DIFF's website (Wix) including content updates, basic functional improvements, and implementing any design changes required.

Social Media: Monitor DIFF's social platforms (including X, Instagram, Facebook, LinkedIn) and enhance digital reach by creating, posting, and engaging with fresh and relevant content.

Audience Engagement: Sustain engagement with DIFF's loyal audience and customer base through dedicated general mailing lists and segmented groups like DIFF Student Network and DIFF Circle

Integrated Campaigns: Execute integrated campaigns (digital, social, print, PR, and media) with the Marketing and Press teams to promote the festival and its program to new and existing audiences.

Festival Brochure: Support the Marketing Manager to drive the brochure delivery process - including design, content management, editorial and copywriting, proofing, printing, and distribution.



KEY RESPONSIBILITIES

Information Management: Ensure smooth flow of programme information from submission databases to the website and ticketing platforms, ensuring ease of access, consistency, and clarity of detail.

Bespoke Campaigns: Deliver tailored campaigns for key festival events, strands, and programs, including partner and sponsor-led events, in coordination with the Marketing Manager.

Festival Delivery and Content Development: Engage confidently with partners, audiences, and festival guests during the festival to ensure promotional plans are executed and engaging content is captured.

Post-Festival Reporting: Assist in the creation of comprehensive post-festival reports demonstrating the impact of marketing and promotional plans, compiling statistics and data into usable and shareable documents and presentations.



EDUCATION & EXPERIENCE

- Minimum of 2-3 years of experience in marketing and communications, preferably in the arts, entertainment or cultural sector.
- Demonstrated experience in developing and executing marketing plans and communication strategies.
- Experience in managing social media platforms, website content, and email marketing campaigns.
- Familiarity with web-based content management systems.
- Proven track record of working flexibility on the ground at events or festival
- Experience in analysing marketing metrics and preparing reports.



SKILLS & EXPERTISE

- Excellent written and verbal communication skills, with the ability to create compelling content for diverse audiences.
- Excellent organisational and project management skills, with the ability to multitask and meet deadlines in a fast-paced environment.
- Proficiency in social media management tools and analytics platforms.
- Creative thinking and problem-solving abilities.
- Highly attuned attention to detail and commitment to maintaining brand consistency.
- Knowledge of digital marketing trends and best practices.
- Strong interpersonal skills, with the ability to engage with stakeholders, partners, and external vendors.
- Ability to adapt to changing priorities and work independently when necessary.
- Proficiency in graphic design tools such as Canva or Photoshop / Illustrator



PERSONAL ATTRIBUTES

- Enthusiastic and proactive approach to work.
- Adaptability and willingness to learn new skills.
- Collaborative team player with the ability to work effectively with cross-functional teams.
- Passion for film, arts, and culture and knowledge of film sector in Ireland
- Creative mindset with a flair for storytelling.
- Strong sense of initiative and self-motivation.
- Professional demeanour and ability to represent the organisation effectively.
- Cultural sensitivity and awareness of diverse audiences.





diff
Dublin International
Film Festival



KEY INFORMATION

REPORTING TO	Marketing Manager
KEY RELATIONSHIPS	Director of Commercial & Marketing, Festival Publicist, Festival Press & PR Coordinator
SALARY	€600 per week
CONTRACT	w/c 24 November 2025 - 1 April 2026
DEADLINE	Tues 28 October, 12:00 Interviews 6 & 7 November in Dublin
START DATE	w/c 24 November 2025
PLACE OF WORK	Dublin International Film Festival Office, Digital Hub, Thomas Street, Dublin Various Festival venues from 19 Feb - 1 March 2026



HOW TO APPLY

Please send CV and a covering letter (max 2 A4 pages) outlining your interest and experience to **jobs@diff.ie** with the subject line 'Festival Marketing Coordinator application'

Interviews will be held in Dublin on 6 & 7 November

Deadline to apply: 28 October, midday

Applicants must be eligible to work in the Republic of Ireland.

Dublin International Film Festival is an equal opportunities employer and welcomes applicants from all backgrounds, ethnicities and communities.