



diff

Dublin International
Film Festival

**RECRUITMENT PACK
HEAD OF COMMERCIAL AND MARKETING**

OUR STORY

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 24 years, it has screened more than 1,900 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, Paul Rudd, Daniel Day-Lewis, Steve McQueen, Danny DeVito, Ennio Morricone, Julie Andrews, Angela Lansbury, Stanley Tucci, and Stellan Skarsgård.

The 2026 festival welcomed 25,000 people across 11 days, screening 147 films from 35 countries, shown across 6 venues, and featured an expanded programme with 40 industry events.

OUR STORY

Celebrating its 24th year, DIFF is now at a key stage of its strategic development ([DIFF Strategy 2022-2027.pdf](#)) and has an exciting role on its executive team for a Head of Commercial and Marketing. This is a dynamic position for the right individual and will help shape the future of one of the most prestigious and vibrant arts events in Ireland.

We are looking for a motivated and energetic person to act as the lead in driving our commercial sponsorship efforts and who will be the key point of contact for our partners and sponsors. You will help the organisation build on its existing, vibrant relationships with our community of funders and sponsors. And you will also use this experience to help shape and lead the marketing strategy for the festival.

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.





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PURPOSE OF THE ROLE

The Head of Commercial & Marketing holds overall responsibility for driving the festival's commercial strategy and marketing direction. The role has two core areas of focus:

Commercial Leadership (approx. 70%) – leading the identification, pitching, negotiation, and securing of sponsorship and funding partnerships; and overseeing the delivery, servicing, and long-term development of those relationships to ensure strong retention and growth.

Marketing Leadership (approx. 30%) – shaping and delivering the festival's year-round marketing strategy, with particular emphasis on brand positioning and repositioning, audience development, and strategic communications. During the lead-up to and delivery of the festival, this function is supported by an augmented marketing team, with this position line managing at least one permanent post.

As a member of the executive team, the Head of Commercial & Marketing plays a central role in securing a robust and sustainable financial foundation for the organisation. The role is responsible for building and nurturing high-value sponsor and funding relationships that align with the festival's vision and long-term growth strategy.

Reporting to the Executive Festival Director and working closely with the Festival Manager, you will contribute to the delivery of a world-class festival experience. Central to this is fostering strong, collaborative relationships with sponsors, funders, partners, supporters, suppliers, the Board of Directors, and other key stakeholders.



KEY RESPONSIBILITIES

Sponsorship and Revenue

DIFF works with a range of public and private sector funding partners. In addition, we have a growing Patrons and Friends programme. As Head of Commercial & Marketing, you will:

- Source, secure, maintain and develop major sponsorships and strategic partnerships.
- As Commercial lead, identify innovative funding opportunities and new revenue streams to support growth.
- Serve as the primary contact for sponsors and partners, ensuring mutual objectives are met year-round.
- Oversee financial management of sponsorships and partnerships, and ensure marketing operations deliver against strategic goals and budget targets.

Marketing Strategy

At this pivotal stage in DIFF's development; having committed to our Strategic direction you will play a key role in strengthening the festival's brand and positioning:

- Shape and lead the festival's marketing strategy, working with the Marketing team and the Festival Publicist to deliver integrated communications campaigns for the Festival.
- Promote DIFF as a leading national and international cultural event, identifying strategic opportunities for audience growth.
- Inspire, mentor, and lead the Marketing team, overseeing recruitment, training and development.
- Ensure marketing activities support commercial objectives, audience development, and the festivals long term strategic vision.

KEY RESPONSIBILITIES

Additional Key Responsibilities

Lead the strategy, research, and development of funding proposals for corporate, individual, and foundation partners, and manage these relationships to maximise engagement and value.

- Develop and implement strategies to cultivate and solicit support from philanthropic donors.
- Monitor funding performance and progress against annual targets, ensuring timely reporting and accountability.
- Provide strategic leadership as well as mentor and supervise a team responsible for developing and collating direct reporting for key festival stakeholders.
- Collaborate closely with other senior revenue generators and build strong working relationships with internal stakeholders, including programmers and other colleagues.
- Oversee the development, management, and delivery of annual budgets for sponsorship, fundraising, and marketing activities.
- Work with the Executive team to design and deliver initiatives and events that drive fundraising and engagement with corporate and individual donors.
- Develop and maintain departmental policies and procedures to ensure operational efficiency, compliance, and best practice.



SKILLS AND EXPERIENCE

3+ years senior-level experience in sponsorship, fundraising, or commercial partnerships within the Arts, Culture, or Not-for-Profit sector.

Experience in marketing, communications, or brand strategy is essential, reflecting the dual commercial and marketing nature of the role.

What will make you great in this role

- Independent self-starter with strong negotiation skills and high levels of initiative.
- Proven track record in delivering results in fast-paced, non-profit environments and meeting ambitious commercial and sponsorship targets.
- Knowledge of Ireland's philanthropic community and a history of successful donor and partner engagement; CFRE accreditation is an asset.
- Strong track record of professional relationship-building and aptitude for building the loyalty of members and donors.
- Excellent networking skills, with an ability to act with tact and diplomacy.
- Highly developed communication skills across written, oral, negotiation, and strategic planning contexts.
- Confidence managing up and presenting professionally to Boards, senior stakeholders, and large groups.
- An excellent, collaborative team player adept at building relationships.
- A creative problem solver with an agile and enthusiastic approach to their role.
- International experience an advantage.
- A passion for film.



KEY INFORMATION

REPORTING TO	Executive Festival Director
KEY RELATIONSHIPS	Executive Festival Director, Festival Manager
SALARY	€50,000 - €60,000 dependant on experience. The Terms of Contract and compensation package will be offered to the successful candidate commensurate with experience
CONTRACT	The position is offered as a three-year fixed term contract with a six-month probationary period.
DEADLINE	7 April 2026
PLACE OF WORK	Dublin International Film Festival Office, Digital Hub, Thomas Street, Dublin The office hours are 9.30 – 5.30 Monday to Friday. However, due to nature of a Festival and DIFF's year round activities, evening and weekend work forms a natural part of the job



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 'Head of Commercial and Marketing application'

Deadline for applications is 7th April

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.