



Head of Marketing & Communications | Recruitment Pack

ABOUT THE EVERYMAN

The Everyman is a 650-seat heritage theatre in the heart of Cork's VQ. It is a producing and receiving house with a contemporary artistic ambition, committed to artistic excellence, social relevance, and civic engagement.

Built as a music hall by Dan Lowrey and opened in 1897, The Everyman will celebrate its 130th anniversary in 2027.

We have a new executive leadership team, a bold vision and an appetite for innovation, collaboration, and growth.

THE ROLE

Job Title: Head of Marketing & Communications

The Everyman seeks a dynamic, collaborative, creative and strategic Head of Marketing and Communications. As a member of the Senior Leadership Team, the Head of Marketing & Communications will play an integral role in generating revenue, managing our public communications, contributing to decision-making at a senior level, and helping to shape the overall direction of the organisation.

The Head of Marketing & Communications, in addition to overseeing the planning and implementation of all communications, marketing, box office, public affairs, public relations and sales programmes, will also work closely with the executive team to realise the artistic and business ambitions of The Everyman in line with its strategic plan.

This exciting senior role has responsibility for the promotion of The Everyman's institutional and stage-based activities, as well as joint responsibility with the Co-CEOs for meeting revenue targets.

The role is one which combines significant strategic responsibilities with hands-on implementation, as well as line management of the Marketing team and Box Office Manager.

Above all, we seek an individual who is passionate about The Everyman's potential and our ability to make a lasting impact on the cultural life of Cork and the wider cultural sector nationally and internationally.

Reports to: Des Kennedy (Artistic Director/Co-CEO) and Brian Fenton (Executive Director/Co-CEO)

Direct Reports: Marketing team and Box Office Manager

Location: The Everyman, Cork

Contract: Full-time, permanent

Salary: 55k-60k, commensurate with experience

RESPONSIBILITIES

The responsibilities of the role will include:

Strategic Leadership

- As a member of the Senior Leadership Team, play a key role in organisational strategic planning and help shape the long-term vision of The Everyman

Line Management

- Line manage the Marketing team and Box Office Manager, fostering collaboration and innovation; and
- Structure and manage the ongoing personal and professional development of the Marketing and Box Office teams

Sales and Marketing

- Plan, oversee and evaluate the implementation of all sales and marketing campaigns to deliver ticket income targets;
- Manage the annual marketing budget;
- Create and lead on the implementation of new commercially-minded campaigns (for example, around the tourism market), which support the delivery of financial and audience targets;
- Work with the Marketing team to oversee the production of all marketing collateral and ensure high standards of creativity, editorial quality, accessibility and value for money are maintained across all collateral; and
- Set and monitor audience development and sales targets in line with business goals

Box Office

- Introduce data-led decision-making through analytics, audience insight, and reporting, including regular ticket pricing analysis;
- Develop a clear and in-depth understanding of The Everyman's current and potential audiences; and
- Work with the Co-CEOs to set and monitor box office targets, to maximise revenue and to meet sales targets for all programme

Press and Communications

- Manage the publicity function, ensuring the highest possible profile for all productions and other institutional activity; and
- Manage the relationship with key external service providers (eg. PR agency, graphic designer)

Events

- Lead on the coordination and execution of key marketing and communications public events, such as programme launches, official opening nights and press briefings; and
- Devise exciting ancillary events around our programme, including but not limited to post-show talks and backstage tours, that deepen public engagement with our programme

PERSON SPECIFICATION

Essential criteria:

- Leading a marketing function with at least 5 years of experience;
- Excellent inter-personal, communication and leadership skills – ability to foster and nurture a highly target-driven, creative and commercially-minded team culture;
- Experience of income generation, pricing and target setting within a ticket sales environment;
- Strong commercial acumen, financial management and budgetary skills;
- Devising and delivering cross-platform and multi-channel marketing campaigns over a variety of projects and at different budget levels; and
- Working with metrics - financial/non-financial - and with practised techniques to underpin monitoring and tracking of performance, forecasting, etc.

Desirable criteria:

- Knowledge of Ticketsolve and ability to use data extensively and intelligently for marketing and sales purposes;
- Experience within the performing arts, live events, or cultural sectors
- Strong knowledge of the Irish media landscape; and
- Collaborating on the delivery of effective and original marketing collateral with strong design appeal that delivers commercial outcomes

WHY JOIN THE EVERYMAN?

- **Occupy a role which promises impact and purpose:** Help shape the future of a landmark Irish theatre at a pivotal moment of growth, as we look to articulate and realise our next strategic plan.

- **Join Cork's thriving cultural sector:** Cork offers extraordinary quality of life and cultural richness.

HOW TO APPLY

To apply, please submit:

- CV (max 2 pages) focusing on relevant experience for the role; and
- Single page covering letter outlining your interest in the role and how your experience meets the criteria.

Send applications to recruit@everymancork.com by 5pm on Friday 28th November 2025. If you would like to arrange an informal, confidential conversation about the role or request access support, please contact Des Kennedy (Artistic Director/Co-CEO) at des@everymancork.com

ADDITIONAL INFORMATION

Application Deadline: 5pm on Friday 28th November 2025

Start Date: By mutual agreement

Probation: 6 months from the start of the contract

Hours of work: It is understood that the Head of Marketing and Communications may at times be expected to work such hours as are necessary to fulfil the role, depending on the programme, including evening and weekend working. This is reflected in the salary.

Candidate must have or be willing to acquire legal status to work in the Republic of Ireland.

The Everyman is an equal opportunity employer and welcomes applicants from all sections of our community.

The Everyman is funded by the Arts Council and Cork City Council.