

Head of Marketing Job Description

- Contract:** Two year contract, renewable subject to review
- Hours:** 40 hours per week Monday – Friday, including core office hours of 10am to 6pm with an hour for lunch. Evening and weekend work during the three week period of the festival and occasional out of season events.
- Remuneration:** €47k–€55k, commensurate with experience
- Reporting to:** Artistic Director
- Location:** Festival House, Temple Bar, Dublin 2 and festival venues as required

About Dublin Theatre Festival

We bring world-class international theatre to Dublin, support artists in creating outstanding work and provide a platform to showcase the best of Irish theatre to the world. At the heart of the festival is the city of Dublin – its people and its stories – and a commitment to contributing to the vibrant social and cultural life of our capital. Our mission is to present a programme of exceptional theatrical experiences that will appeal to the communities of our diverse city and its visitors. We believe that audiences gathering for live performance enriches the life of our city, contributing to a more cohesive society and a better quality of life.

Established in 1957, Dublin Theatre Festival is an exceptional moment in the annual theatre calendar, presenting the very best theatre from across the globe to audiences in Dublin alongside world premieres by Irish artists. The next festival edition will run from 24 September – 11 October 2026.

Purpose and Scope of the Post

Dublin Theatre Festival seeks a dynamic individual who is passionate about theatre and communicating to existing and potential theatre audiences in equal measure.

Under the direction of the Artistic Director/CEO, the Head of Marketing is responsible for strengthening Dublin Theatre Festival's brand, deepening its relationship with a broad range of audiences, shaping festival experiences across both digital and the real world, and evaluating the Festival's impact. The Head of Marketing propels Dublin Theatre Festival's brand through consistent messaging and oversees all operations relating to media, audience engagement and public relations.

A key focus of this role is the development, implementation, management and review of best-practice and innovative marketing, communications and sales strategies, campaigns and initiatives – all to ensure organisational objectives are met within the context of the festival's organisational strategy, and each year a successful Dublin Theatre Festival is delivered. This appointment arrives at an exciting time for the festival, under new leadership.

It is imagined that 2026 will bring many opportunities to innovate, including a strategic refresh of the brand identity as the festival grows in scale and ambition

Duties and Responsibilities

Marketing

- Developing and implementing marketing strategies for the long-term growth of the festival in line with the mission and aims of the festival
- Developing the brand of Dublin Theatre Festival and building trust amongst existing and new audiences for the festival as a whole
- Identifying audiences for festival productions in consultation with the Artistic Director and other team members and developing targeted advertising and promotional campaigns in all media including press, radio, web, TV and on-street, to achieve ambitious box office targets
- Conducting ongoing research to provide the evidence base for marketing strategies pursued
- Brand management of physical and digital elements across all festival sites.
- Management of social media team to ensure that content is dynamic and driving sales and engagement
- Tracking and analysing the performance of campaigns, measuring and reporting results

Brand

- Promoting awareness of the festival nationally and internationally
- Lead and coordinate a strategic brand refresh process in 2026, coordinating the participation of multiple internal and external stakeholders
- Responsibility for the design and production of all Dublin Theatre Festival collateral, collaborating with designers and printers, writing copy and design briefs, and developing all branding of the festival
- Managing the festival's online presence throughout the year, developing content on our website and social media platforms.
- Coordinating distribution systems for all marketing collateral, including establishing distribution networks and outlets and on-street promotions
- Responsibility for festival branding and signage in all festival venues
- Preparing and managing marketing budgets
- Designing and implementing a strategy to deliver the festival's objective of attracting national and international audiences, working closely with tourism bodies and various stakeholders to achieve agreed targets

Press

- Managing external press agency/contractor in the delivery of the festival public relations strategy in order to maximise PR opportunities
- Overseeing all press launches and photo calls with the press agency/contractor
- Ensure compliance and collaboration with all sponsor PR activity

Sales

- Developing and implementing marketing strategies in order to achieve box office sales targets
- Working closely with the Audience Engagement and Sales Manager on campaigns for sales to groups, including students, OAPs and unwaged, communities of particular interest, and visitors to the festival from outside Dublin city
- Responsibility for advertising sales targets and coordinating the sale of advertising within festival programme publications

Sponsorship

- Liaising with the development team to deliver strong communications for existing and attract new sponsors for the festival
- Managing compliance and collaboration on sponsor marketing strategy and activity

Events

- Managing festival programme launch, Friends launch, opening night, alongside the Development team
- Collaborating with the CEO and development team to sell and deliver fundraising events during and outside the festival period

Tourism Agencies

- Collaborate on the preparation of applications to funding agencies, including Fáilte Ireland and Tourism Ireland, primarily held by the development executive
- Responsible for developing and servicing these relationships

Other

- Line management of the Audience Engagement and Sales Manager
- Recruit and manage a seasonal team and support staff.
- Representing the festival at local, national and international level when required
- Other duties as may be discussed and agreed with the Artistic Director

Person Specification:

The key qualities sought are:

- Proven track record of achievement in marketing
- Knowledge of the performing arts
- Excellent copywriting skills
- Experience working across all relevant marketing channels including (but not limited to) digital marketing, OOH, social media, print, broadcast.
- Expertise in marketing that drives ticket sales towards ambitious targets
- Expertise in traditional and digital marketing, particularly in relation to design, branding and sponsorship

- Evidence of successfully managing relationships with a portfolio of suppliers, sponsors and stakeholders
- Previous experience working in a management role and managing marketing budgets

Skills and personal qualities:

- Passion for and knowledge of the arts, and theatre in particular
- Excellent interpersonal skills, with demonstrated ability to build trust-based relationships internally and externally
- The ability to think strategically
- Integrity, honesty and a commitment to fair-practices
- Proven leadership, delegation, team-building and management skills
- Planning and decision-making skills
- Commercial awareness
- Experience in the festival / events industry would be a bonus but not essential

The position requires attendance at evening and weekend events, at performances during the festival and at additional events at which representation of the festival is appropriate. Some travel may be required from time to time. The Head of Marketing is a key member of the senior management team, working to support company initiatives, to manage special projects and to undertake other additional duties as assigned. The role is primarily based in the team's office at Festival House in Temple Bar. Remote work is possible at certain times of the year, with some of the team working from home two days a week, however it is necessary for the Head of Marketing to be in the office/on-site in the run up to and during the festival.

Type of Contract

Two years initially, renewable subject to review with the Artistic Director/Chief Executive.

Hours of Work

The post is full-time, working 40 hours per week, with an hour for lunch daily. The Head of Marketing will be required to work outside these hours including evenings and weekends during the festival.

Holidays

The Head of Marketing is entitled to twenty-one days leave annually in addition to statutory and public holidays.

Benefits

A pension scheme is offered to all employees after a minimum of 12 months continuous employment. An amount equalling any contributions made by the employee is payable by the employer up to and including 5% of the total gross salary.

Probation

A probation period of 6 months will apply from the start of the contract.

Salary

The salary offered is €47k-€55k commensurate with experience

Application Process

Applicants are invited to submit the following by email to Dee Patton, General Manager at dee@dublintheatrefestival.ie:

- A CV (max three pages)
- A cover letter (of no more than three pages) outlining:
 - Why you are applying for the role
 - What skills and experience you would bring to the role
 - Your vision for the marketing of Dublin Theatre Festival going forward
 - We are open to receiving cover letters in video format. If you would like to submit a video cover letter please ensure that it is approximately 2 minutes long and addresses the above points.
- Contact details for two professional referees. Only the referees of shortlisted applicants will be contacted, and applicants will be notified in advance.
- Please note: All documents must be in PDF format.

Closing Date

The closing date for receipt of all applications is 17.00 on Friday 07 November 2025

Interviews

Interviews will be held in Dublin on Monday 17 November with a potential second interview on 24 November. Applicants selected for interview will be expected to make themselves available on those dates.

Confidentiality

The festival acknowledges applicants' need for privacy and will take all necessary steps to ensure all applications and interviews are handled confidentially.

Further Information

Enquiries in strictest confidence to Dee Patton, General Manager by e-mail at dee@dublintheatrefestival.ie

Access

We are located in a 4-storey building in Temple Bar. The ground floor is completely accessible, but our building does not have a lift.

If you require reasonable adjustments to meet any access requirements you have on for any part of the application process, please let us know by emailing dee@dublintheatrefestival.ie.

Dublin Theatre Festival is an equal opportunity employer and welcomes applications from all sections of the community. Dublin Theatre Festival is committed to a diverse workplace, and to supporting our staff with ongoing career development opportunities. We particularly encourage applications from members of groups who are underrepresented in the cultural sector. Black people, People of the Global Majority, people with disabilities, members of the Traveller community, LGBTQIA+ candidates and candidates of all gender identities are actively encouraged to apply.