

JOB SPECIFICATION DETAILS

Role title:	Marketing Assistant
Reporting to:	Marketing Manager
Key Relationships:	Head of Marketing & Communications, Marketing Manager, Box Office & Development Manager, Head of Development.
Location:	Dublin 1, Ireland
Contract:	2-year Full-Time Fixed term contract
Effective date:	2026 April.

Lights. Camera. Career. If you're eager to learn, full of ideas, and ready to grow with us, read on, you may be the ambitious, enthusiastic Marketing Assistant we're looking for.

Gate Vision

The Gate's vision is 'an Open Gate where every person has access to great theatre.' Under the shared leadership of CEOs Róisín McBrinn and Colm O'Callaghan, an Open Gate is a civic Gate and will be a key cultural asset to Dublin's North Inner City. In the coming years, we will generate new audiences and excite current ones, invest in artists of the future, deliver our GATEWAYS community engagement programme, and be a supportive home to the best Irish artists and their international collaborators. As the Gate approaches its centenary in 2028, we will make its theatre a home to all stories and the Gate's communities, so that it continues to play a defining role in Irish society.

Gate Values

It is important that the Gate continues to be a values-led organisation. Care, collaboration and excellence are the Gate's core values.

Gate Mission

The Gate's mission is to make inspiring theatre that connects, questions and transforms our audiences and communities by:

1. Producing unforgettable and inspiring theatre
2. Creating a supportive and sustainable organisation
3. Driving the growth of a connected and confident Irish theatre at home and abroad
4. Ensuring long-term financial and operational sustainability

Our History

The Gate Theatre was founded in 1928 by Micheál MacLiammóir and Hilton Edwards, and very quickly built a unique reputation as a producing house for introducing international writers and artists to Ireland.

The theatre is housed in a beautiful Georgian building and has a capacity of 371 seats, which makes it attractively intimate for both actors and audiences alike.

Throughout its history the Gate has garnered an enviable reputation both at home and abroad and has proven itself to be one of Ireland's most successful theatres. The organisation mounts on average seven major productions each year, playing to paying audiences which have averaged at over 80% for the last ten years.

The Gate is currently led through the joint management of its Artistic Director, Róisín McBrinn, and Executive Director, Colm O'Callaghan, who joined in the summer of 2022.

PURPOSE OF THE ROLE

As a member of the Marketing team reporting to the Marketing Manager, this is an important role that provides pivotal support to the Marketing team, and additional communications support for the Community Engagement and Development teams as required. The Marketing Assistant will act as a diversity and inclusion Ambassador and foster a culture of inclusion within the Gate in line with our values of Care, Collaboration and Excellence – underpinned by Respect.

RESPONSIBILITIES

AUDIENCE

- Audience development and targeting.
- Guest relations.
- Supplier Management.
- Advertising sales.

Specific duties:

- Participate in the targeting of diverse audiences for the Gate Theatre's programme of events, maintaining accurate and updated contact lists and a log of all targeting activity.
- Collaborate to create show and performance-specific promotions.
- Assist in the collating, proofing and checking of materials to ensure that all marketing collateral, including programmes, is within Gate Theatre editorial and brand guidelines.
- Liaise with Front of House and Operations to ensure displays and signage are timely and appropriate.
- Contribute to proactive advertising sales in order to achieve advertising targets, and explore new avenues of revenue.
- Represent the Gate Theatre at previews, opening and closing night performances, and external events as required.
- Assist in driving the promotion of the Gate Theatre and its work through positive and engaging content, liaising with external photographers and videographers when required.
- Liaise with our third-party suppliers including printers etc to ensure that collateral is delivered on time and correctly.
- Liaise with third-party contacts, i.e. tourist offices, brochure distributors et al. to ensure that campaign material is presented within agreed timelines.

COMMUNITY ENGAGEMENT and DEVELOPMENT

- Content development and delivery.
- Newsletter creation and delivery.
- Event support and delivery.

Specific Duties:

- Assist the Community Engagement and Development departments in the delivery of their respective communications requirements, developing and deepening the relationships we have with the department's various stakeholders, including our audiences.
- Collate and create interesting, engaging and relevant digital content for audiences that keep them informed of our community and development work.
- Help drive and originate content for membership newsletters, liaising with creative teams and marketing colleagues to produce interesting and exclusive materials.
- Assist in the documenting of community events and activities for archival and promotional purposes, ensuring use of any captured materials conforms to best practice GDPR principles.
- Act as an ambassador and assist at community and development events from time to time when required subject to prior agreement with Marketing Management.

DIGITAL AND ONLINE

- Social media.
- Content creation.
- Online maintenance.
- E-marketing.
- Database Management.

Specific Duties:

- Generate and implement creative organic and paid content to engage existing and new Gate Theatre audiences through our Facebook, Instagram, LinkedIn, YouTube and TikTok channels, delivering detailed monthly content schedules in collaboration with the Marketing Manager.
- Manage customer engagement through social media, responding promptly to any customer service queries that arise and proactively engaging with audiences.
- Liaise with the Marketing Manager to manage the Gate Theatre website, keeping content updated, accessible and relevant, and contributing to re-development plans as required.
- Use e-marketing platforms to coordinate our outreach to both general and segmented audiences through regular newsletters and ezines, increasing engagement and conversation rates.
- Maintain audience databases, in line with GDPR best practice

Essential and Desirable Experience, Qualities and Skills

Essential

- A minimum of one year's professional marketing experience.
- A strong working knowledge of the Irish cultural landscape, particularly in relation to the theatre and the performing arts.
- Comprehensive knowledge and experience of managing social media platforms, including paid and organic content.

- A proven track record of creating and implementing online content for a business or organisation.
- Strong MS Office proficiency, particularly Word, Excel and PowerPoint.
- Experience using design and editing tools, e.g. Photoshop / In Design / Canva.
- Experience using video editing tools, e.g. Premier Pro / Final Cut Pro / in-app editing tools (Instagram and TikTok)
- Experience of SEO and CMS platforms, e.g. Wordpress.
- Experience of email marketing tools, e.g. Mailchimp.

Desirable

- Experience working in a similar role within an arts organisation
- Awareness of digital accessibility.
- A strong visual sense, with experience of producing, engaging and professional visual content.

Essential Personal attributes and Competencies:

Personal attributes & competencies

- Passionate advocate for the importance of arts provision for all.
- Highly organised with excellent administration and time management skills.
- Conscientious, positive, punctual, and reliable.
- Demonstrates the highest level of honesty, integrity and confidentiality in all matters.
- Proactive and self-motivated.
- Ability to work well under pressure and juggle multiple tasks in a fast-paced environment.

Competencies

Communication and Influencing:

- Skilled communicator verbally and in writing with a clear and logical style.
- Ability to actively listen and communicate positively and constructively with people at all levels, both internally and externally.
- Strong influencing skills with the ability to engage and inspire.
- Consistently high levels of attention to detail.

Relationship management

- Proven ability to develop strong working relationships with colleagues and stakeholders.
- Demonstrates a collaborative approach while building and fostering an inclusive work environment.
- Engages with stakeholders to create high levels of trust based on the delivery of excellent work.

Time and Task Management

- Ability to organise tasks, and plan delivery within timelines demonstrating excellent organisational skills
- Understands the need to prioritise and can determine easily the level of urgency in relation to workload
- Knows when to escalate an issue which becomes critical unexpectedly

Personal Attributes

- Agility, Flexibility and Resilience – Comfortable working within an evolving company which develops and grows from production to production.
- Values driven with an ethos of Respect

TERMS & CONDITIONS

- **Working Days:** The standard working days are Monday to Friday. While the role generally operates on weekdays, occasionally, weekend work is required to support the prevailing show schedule. This is reflected in the remuneration.
- **Working Hours:** While the standard hours for the role will generally operate between 10am and 6pm, some irregular and flexible hours may be required on occasion which is reflected in the remuneration package.

Remuneration and Benefits

- Salary: €35,000
- Annual Leave: 20 days annual leave, increasing to 21 days at end of year 1
- Access to Pension Scheme
- Wellbeing initiatives – including EAP
- Cycle to Work scheme
- Hybrid working options

Application and Selection Process

To apply for this vacancy, please submit;

- (1) your Curriculum Vitae *together with*
- (2) a single page supporting letter outlining why the role interests you and how you meet the requirements *and*
- (3) a link to an example of content or video creation you have been involved in generating .

Applications should be sent directly by email to HR@gate-theatre.ie clearly referencing **Marketing Assistant application** in the subject title. Closing date for receipt of applications is Monday 27th April at 4:00p.m. Interviews are expected to take place shortly thereafter at the Gate Theatre, D1.

RECRUITMENT STATEMENT

The Gate Theatre is an equal opportunity, inclusive employer and welcomes applicants from all sections of our community.

Inclusion, equity, diversity and access (IDEA) is a key part of our Open Gate ethos. We will not discriminate against an applicant (internal or external) based on their gender, age, race, religion, marital status, sexual orientation, disability, membership of the Travelling community, or family status.

We appreciate that people have varying needs and encourage applicants and interviewees to let us know what arrangements and format they may prefer. If you have a disability and require any accommodation/s, during the recruitment process, including the application itself, please let us know in advance.