

Marketing Operations Manager (Maternity Cover)

Reports to: Executive Director

About The Walls Project

The Walls Project (TWP) is a creative arts agency known for delivering large-scale public and private outdoor artworks across Ireland and Europe. Our mission is to connect artists, communities, and partners through dynamic public art projects that foster inclusion, creativity, and regeneration.

We deliver a wide variety of initiatives including Waterford Walls – Ireland's largest international street art festival – as well as artwork commissions, workshops, and consultancy projects.

As our organisation enters a new phase of growth, we are seeking a motivated and creative Marketing Operations Manager to help us strengthen our operational capacity and expand our network of clients, partners, and supporters.

Role Overview

This is a varied and strategic role combining marketing, partnership development, and operational management. The successful candidate will play a key role in ensuring the smooth running of organisational systems while driving forward relationship-building, communications, and business development activity.

We are looking for a highly organised, proactive individual who can think strategically while managing day-to-day delivery. You will bring creativity to partnership and audience development while maintaining strong attention to detail in administration, budgeting, and logistics.

The role contributes directly to the delivery of TWP's strategic plan and operational goals, helping the organisation achieve sustainable growth and impact.

Key Responsibilities

1. Marketing, Partnerships & Business Development

- Research and identify prospective partners, sponsors, clients, and funding opportunities across private and public sectors.
- Support the Executive Director in developing and managing relationships with partners, funders, and clients.
- Create compelling decks, proposals, and presentations tailored to specific audiences.
- Develop, implement, and monitor marketing and partnership KPIs, ensuring measurable impact.
- Assist in refining and communicating TWP's partnership and sponsorship offers.
- Plan and implement marketing and promotional campaigns to build awareness and engagement across TWP projects.
- Maintain CRM and contact management systems, ensuring data accuracy and GDPR compliance.
- Produce impact reports and evaluations for sponsors and funders.
- Contribute to storytelling and audience engagement by translating creative projects into compelling narratives across multiple channels.

2. Operations & Administration

- Ensure the efficient running of TWP's office and digital systems, maintaining and improving administrative and communication processes.
- Manage scheduling, logistics, and travel arrangements for artists, partners, and team members.
- Coordinate operational elements of projects and events to ensure smooth delivery.
- Coordinate supplier and contractor relationships (artists, logistics providers, and service partners).
- Serve as first point of contact for general enquiries via phone, email, and social channels.
- Maintain accurate records and contribute to organisational monitoring and evaluation systems.

3. Communications & Digital

- Lead the delivery of TWP's communications and marketing plans across all platforms (social, web, print, press).
- Manage social media channels and liaise directly with designers, photographers, and website developers as required.
- Monitor communications and media budgets, tracking performance metrics.
- Ensure consistent brand messaging and visual identity across all communications.
- Create and coordinate content (copy, visuals, digital assets) showcasing TWP's projects, partners, and artists.
- Support internal communications to strengthen cross-team coordination and organisational culture.

Person Specification

Essential Skills & Experience

- Minimum of 3 years' experience in a relevant role (e.g. arts administration, marketing, communications, partnerships, or project coordination).
- Excellent organisational, administrative, and time management skills.
- Strong written and visual communication abilities (e.g. proposal writing, presentation design).
- Proven experience building and managing relationships with clients, sponsors, or funders.
- Confident in using digital tools including CRM, presentation, and project management software.
- Ability to work independently and collaboratively within a small team.
- Ability to manage multiple priorities, work to deadlines, and deliver measurable outcomes.

Desirable

- Qualification in marketing, communications, arts management, or a related field.
- Experience in the arts, creative industries, or community-based projects.
- Understanding of finance, budgeting, and governance in a not-for-profit context.
- Awareness of current issues and opportunities in the Irish arts and community development sectors.

Why Join The Walls Project

- Be part of an ambitious creative organisation with national impact.
- Gain diverse experience across marketing, partnerships, and operations.
- Work within a supportive, collaborative team culture with opportunities for professional growth and training.
- Contribute to socially engaged art that transforms communities.

The Walls Project CLG is an equal opportunities employer and a signatory of the Safe to Create Code of Behaviour.

Location: Waterford-based with limited remote working options.

Contract: Four-day week, fixed-term (12 months, with potential to extend).

Remuneration: €40,000 pro-rata

Start date: 16/02/26

How to Apply

Please email a cover letter and current CV to John O Connell - john@wallsproject.ie by December 12th 2025 at 5pm.

