



## **MARKETING MANAGER**

**Role title:** Marketing Manager

**Reporting to:** Artistic Director/CEO

**Location:** The dlr Mill Theatre, Dundrum

**Contract:** Part-time position - 3 days per week.

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### **About Us:**

The dlr Mill Theatre is a creative community hub and intimate Theatre located in the heart of Dundrum. Since opening in May 2006, we have staged a wide variety of performing arts, community theatre, visual art, comedy, music, and children's shows. We bring many people together both on and off stage. Our venue presents over 400 productions every year, welcoming audiences from all over Ireland and our local community.

### **Our Aims and Objectives:**

To develop and support Art and Culture in Dundrum and the surrounding area.

To value creativity and innovation in all aspects of our organisation, including the work of our artists and the methods with which we support them.

To offer positive cultural experiences for Young Audiences through our Outreach and Education.

**The Role:**

We are seeking a dynamic and organised Marketing Manager to oversee all marketing and communications functions of the theatre. The ideal candidate will be a self-starter with excellent communication and interpersonal skills, a passion for the arts, and a proven track record in marketing and administration.

**Key Responsibilities:**

- Develop and implement marketing strategies to promote the theatre's programme and increase audience engagement including celebrating dlr Mill Theatre's 20th Anniversary in 2026.
- Lead on the development and management of the website and all online and social media platforms, this will include working with media and technology partners.
- Lead on the creation of compelling and distinctive brand messaging and visual branding, with comprehensive brand guidelines.
- Establish content strategy in relation to all marketing and sales and ensure consistent alignment with brand narrative.
- Coordinate administrative tasks, including scheduling, correspondence, and financial record-keeping.
- Lead on the development, implementation and evaluation of marketing and sales for all activities across the business.
- Manage and maintain relationships with key stakeholders, including artists, sponsors, external PR companies and community partners.
- Prepare marketing reports by collecting, analysing, and summarising data.
- Develop and implement a comprehensive fundraising strategy to meet the organisation's financial goals. Organise fundraising events and Identify, develop and maintain relationships with corporate sponsors and donors.
- Collaborate with artistic and administrative teams to ensure cohesive messaging and promotion.
- Create an imaginative and expansive audience development strategy to underpin continual growth and diversification of The dlr Mill Theatre audience.
- Collect, analyse and disseminate intel about the audience drawn from data, analytics, surveys, focus groups and other sources.
- Monitor and report on the effectiveness of marketing and fundraising efforts.
- Be able to support and write grant proposals and sponsorship packages.
- Maintain relationships with current sponsors and donors through regular communication and stewardship activities. Track and report on these as they develop.

**Person Specification:**

- Marketing or related degree (or relevant experience).
- Proven experience in marketing and administration, preferably in the arts or entertainment sector.
- Strong organisation and management skills.

- A strong knowledge of marketing principles and practices, including graphic design and digital marketing.
- Proficiency in Microsoft Office Suite and all social media platforms.
- Excellent communication skills and a flair for copy and being up-to-date on current tools.
- Ability to work creatively on your own initiative as well as part of a team.
- Experience with ticketing systems and CRM software is an advantage.
- Experience with grant writing and fundraising best practices.
- Familiarity with the local community and potential sponsors is an advantage.
- A passion for Theatre and the Arts and our organisation's mission and values is a plus.

#### **Terms and Conditions:**

- Title of post: Marketing Manager
- Contract and hours: Part-time contract subject to a six month probationary period. This is a part-time position, 25 hours weekly.
- Salary: €30,000 (commensurate with experience).
- Holiday entitlement: 12.5 days per annum plus public holidays.
- Location: dlr Mill Theatre, Dundrum. We also offer the option to work remotely or in a hybrid model, depending on role requirements and the team needs.
- Expected start date is Monday 30th of March 2026.

#### **To Apply:**

Please submit your CV and a cover letter outlining your suitability for the role to Michelle King, Artistic Director/CEO at email: [recruitment@milltheatre.ie](mailto:recruitment@milltheatre.ie)

Application deadline: Friday 13th February by 12noon.

Any queries can also be sent to email: [recruitment@milltheatre.ie](mailto:recruitment@milltheatre.ie)

