



VACANCY AT IMMA

REF: AUD/COM1

IMMA (Irish Museum of Modern Art) is Ireland's leading National Institution of Contemporary and Modern Art. Based in its home at the Royal Hospital Kilmainham in Dublin 8, IMMA is celebrated for its vibrant and dynamic exhibitions and engagement programmes and is committed to creating an enjoyable and engaging experience of contemporary art for everyone.

We are now looking to recruit a Communications and Marketing Assistant to work with our busy Audiences and Development Team on a Part Time/ Fixed Term basis REF: AUD/COM1s.

The role will actively contribute to the communication and promotion of IMMA's programmes and activities in order to develop and grow IMMA's audiences. The role will have a particular focus on digital marketing and will develop and manage opportunities to engage with our online audiences, including members of the press, artists and marketing partners.

The role is offered on a Part Time/Fixed Term basis until **December 2017**. Deadline for applications is **Friday 30th September**.

ROLE PROFILE

Job Reference:	AUD/COM1
Job Title:	Communications and Marketing Assistant
Reports To:	Head of Audiences and Development
Location:	IMMA, Royal Hospital Kilmainham, Dublin 8
Key Terms:	<ul style="list-style-type: none">• Part Time/ Fixed Time Contract until December 2017• 3.5 days per week as follows - Monday to Wednesday Afternoons 1:15pm to 5:30pm and Thursday to Friday all day - 9:15am to 5:30 pm.• Admin Assistant Grade 3. Full Time Salary Band (PPC) €21,413 to €36,969• Pensionable Post.
Purpose of the Role:	To actively contribute to the communication and promotion of IMMA's programmes and activities in order to develop and grow IMMA's audiences. A particular focus on digital marketing and developing and managing opportunities to engage with our online audiences, including members of the press, artists and marketing partners.

Key Tasks and Responsibilities:

1. Content and Communications

- To assist in the collation, production and distribution of IMMA marketing materials, including but not limited to Advertising, Event Guides and electronic correspondence.
- To work with Communications & Marketing Executives to distribute press material in liaison with programme team, artists and programme partners, on all of IMMA's activities, including the provision of press material for press and online listings.
- To work with the Marketing and Communication team to manage and create content for IMMA's online platforms, including the updating of the IMMA website with programme information.
- To work with the Head of Audiences and Development to optimise opportunities for online advertising including, but not limited to, Google Adwords, facebook, Instagram, twitter and other third party platforms.
- To issue images and material to press and act as a liaison between press and programmers/artists as required.
- To assist in the arrangement of the press schedule for IMMA artists as required.
- Take assist in the research and contact of programme specific press contacts.
- To be aware of the correct representations of IMMA's identity, both online and in print and contribute to the overseeing of correct usage.

2. Press and Marketing Administration

- To assist in the maintenance of press contacts lists nationally and internationally.
- To assist in the monitoring, collating and maintaining the IMMA press file for all of IMMA's activities/mentions.
- To assist in the monitoring and maintenance of IMMA's audience lists.
- To create regular weekly and monthly reports on levels of online audience engagement with IMMA for the Head of Audiences and Development, the Director and the IMMA Board.
- To assist in the research and sourcing of quotations for service providers.
- To assist with the Audience and Development Department's evaluation of audience engagement for particular exhibitions and programmes, and overall for the Museum.

3. IMMA Representation

- To act as a brand ambassador for IMMA with press and other marketing stakeholders and partners as required.
- To represent IMMA and act as an advocate at IMMA events and at cultural industry events as required.

4. Cross Functional

- Member of the digital cross-functional team.
- Support the work of Development Officers in maximising marketing opportunities for IMMA's Membership schemes, both individual and corporate, and corporate partnerships.



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IMMA RESOURCES

Candidate Profile: Skills and Experience

The following are the key skills and personal competencies required for the role:

Essential

- Experience of digital marketing and online advertising
- Demonstrable experience of maintaining and managing social media platforms including Facebook, twitter and Instagram
- Capability with Google Analytics and Google Adwords
- Excellent relationship-building and communications skills, both written and verbal
- Attention to detail and the ability to be able to communicate passionately about IMMA's programmes and the potential they hold for our Audiences
- An interest in contemporary art and an ability to communicate its potential to a wide range of audiences
- Excellent computer skills
- Excellent organisation skills

Instructions to the Candidate:

To apply for this role please forward a detailed covering letter (max 2 pages), quoting the role reference, with contact information and your CV by email to:

Fiona Brady, Human Resources Officer : human.resources@imma.ie

The Closing Date for applications is **Friday 30th September 2016**. Candidate selection will be by initial shortlisting and invitation to interview. Interviews are expected to take place on w/b **10th October 2016**. IMMA is an Equal Opportunities Employer.

Guidance Note for Applicants:

IMMA will select candidates for shortlist based on the criteria set out in the information provided in the Role Profile. You should therefore ensure that your C.V. and your covering letter clearly set out why you are interested in the role and how your skills and experience match the requirements of the set out in the Role Profile.

Other Information

Please note successful candidates are required to be compliant with IMMA's Security and Garda vetting procedures. All qualifications of successful candidates will be verified. Appointment will be on condition of obtaining two satisfactory work references. Successful candidates must be able to demonstrate the Right to Work in Ireland. Guidance can be found on the Irish Citizen's Information Web Site - <http://www.citizensinformation.ie>.