

ÁRAS NUA-EALAÍNE
NA hÉIREANN
IRISH MUSEUM OF
MODERN ART

+353 1 612 9900
imma.ie

IMMA

AUDIENCE & COMMUNICATIONS

**FELLOWSHIP : DIGITAL MARKETING
18 MONTH CONTRACT**

Ospidéal Rioga
Cill Mhaighneán
Baile Átha Cliath 8
D08 FW31, Éire

Royal Hospital
Kilmainham
Dublin 8
D08 FW31, Ireland

DIGITAL MARKETING FELLOWSHIP

BACKGROUND

The mission of IMMA is to connect audiences and art and to provide a space where contemporary life and contemporary art connect, challenge, and inspire.

Since its opening in 1991 IMMA has rapidly established itself as a significant and dynamic presence in the Irish and international arts arena. It is highly regarded by its peers throughout the world for the range and relevance of its exhibitions, for its innovative use of its growing collection, for its award-winning Engagement and Learning programmes and for its visitor-centred ethos and facilities.

The IMMA Programme goes beyond the gallery space to harness the full potential of IMMA's home in the buildings and extensive 48-acre grounds of the Royal Hospital Kilmainham (RHK), Dublin, with a calendar of live performance, summer festivals, food and gardening that invites the audience into a direct interaction with creativity, and provides a space for debate, inspiration, and participation.

THE ROLE

DUTIES AND RESPONSIBILITIES

Key Duties and Responsibilities: Reporting to the Audiences & Media Manager the key responsibilities are set out below

Digital & Marketing

- Assist in the generation, coordination, and delivery of creative content for IMMA's online platforms in consultation with the Communications Team.
- Create, coordinate and update content for the IMMA website.
- Maintain and update IMMA's What's On listings across external promotional platforms collaborating with event partners e.g., Fáilte Ireland.
- Responsibility for the creation and sending of IMMA's email newsletter to IMMA's audiences on a regular basis via the platform Mailchimp.
- Assist the Digital Content Specialist in delivering live events via social media i.e., Instagram Live Studio visits, Live streaming, Live Tweeting.
- Collaborating with partners on the delivery of marketing information for national and international festivals and national and international Event Days.
- Work with the Communications Team in the collation, production, and distribution of IMMA's marketing and promotional materials.
- Assist the booking and scheduling of advertising.
- Liaise with designers as required.

Media & Publicity

- Coordinate and book photographers for press photocalls and photo shoots and liaise with outside partners to request permissions and to attend.
- Support the Communications & Marketing Executive in monitoring, collating, and maintaining the IMMA press files for all IMMA's activities/mentions.
- Support the Communications team in the issuing of images and material to press and acting as a liaison between press and programmers/artists.

- To update, maintain and grow the IMMA press list in consultation with the Communications team.

Audiences

- Assist in the creation of regular weekly and monthly reports on levels of online and onsite audience engagement with IMMA for the Head of Audiences and Development, the Director and the IMMA Board.
- Create and compile surveys to IMMA's Audiences and support the delivery of IMMA's Audience Research Project in 2022.
- Responsibility for updating and maintaining IMMA's audience groups via the platform Mailchimp.

IMMA Representation

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

Cross Functional

- Support the work of the Development Team in maximising marketing opportunities for IMMA's Membership schemes, both individual and corporate.
- Liaise with internal partners on the promotion of their channels and activities via IMMA's platforms i.e., IMMA Shop and Royal Hospital Kilmainham social media channels.

PERSON SPECIFICATION

Key Criteria will include:

Essential

- Third level Qualification in Communications, Marketing, Digital or another relevant field.
- Creative thinker with excellent communication and interpersonal skills.
- Skilled copy writer and editor with strong attention to detail.
- Experience in updating a website, WordPress an advantage.
- Experience in creating content and scheduling on Social Media platforms i.e., Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Experience in editing photographs i.e., Photoshop
- The ability to work in a fast-paced environment with multiple competing deadlines.
- Confidence with the relevant IT platforms i.e., Microsoft Suite, Ticket System, Mailchimp and Hootsuite.

Desirable

- Experience creating and editing video content
- Experience working in a cultural organisation.
- An interest in contemporary art.
- An understanding of public sector values.

TERMS AND CONDITIONS

Duration: This is a fulltime 18 -month fixed term contract

Annual Leave: Annual leave will be 23 working days pro rata per year. This leave is based on a five-day working week and is exclusive of public holidays.

**Executive Officer Grade (PPC) Scale as of 01st February 2022) Point 1
€31,698.**

Scale: €31,698; €33,509; €34,531; €36,526; €38,315; €40,044; €41,768; €43,455; €45,160; €46,817; €48,526; €49,658; LSI 1 €51,270; LSI 2 €52,894

Candidates should note the Irish Museum of Modern Art complies with Department of Public Expenditure and Reform and guidelines on Public Sector pay and conditions of employment and **entry level will be at Point 1 of this Grade.**

Outside working hours: The successful candidate must be flexible and available to work occasional early mornings, evenings, and weekends (as required).

Screening: All employees are required to be compliant with IMMA's screening procedures.

How to apply: Applicants should submit one document containing a cover letter and Curriculum Vitae by email, outlining how they meet the required criteria to

human.resources@imma.ie

Closing date for receipt of applications: Thursday 07th July 2022

Note: Candidates that score above the benchmark in the interview but are not the successful candidate are notified that they will be placed on a panel for 6 months and if the same role becomes available, they may be selected

IMMA is an equal opportunities employer.