

ÁRAS NUA-EALAÍNE
NA hÉIREANN
IRISH MUSEUM OF
MODERN ART

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imma.ie

IMMA

ROLE PROFILE

MARKETING EXECUTIVE

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

Royal Hospital
Kilmainham
Dublin 8
D08 FW31, Ireland

ROLE PROFILE	
Job Title:	Marketing Executive
Reports To:	Catherine O’Byrne, Senior Commercial Events Manager
Location:	IMMA, Royal Hospital Kilmainham, D 8
Key Terms:	
<p>The role is offered on a permanent contract subject to an agreed probationary period and is pensionable.</p> <p>The Salary is in accordance with the 1st point of the Executive Officer PPC as at 01st June 2024.</p> <p><i>Grade and points</i></p> <p>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.</p> <p>The normal hours of work will be 41.25 hours per week (inclusive of breaks) and will be set out in the Contract of Employment.</p> <p>Annual Leave will be at the normal allowance for an Executive Officer. This leave is the basis of a five-day week and is exclusive of the usual public holidays.</p>	

Role Purpose	<p>The Irish Museum of Modern Art (IMMA) is Ireland's leading institution for the collection and presentation of modern and contemporary art. Nestled within the historic Royal Hospital Kilmainham, IMMA offers unparalleled beauty and prestige as Ireland’s National Cultural Institution for Modern and Contemporary art. As we reopen our historic North Range following an extensive restoration, we are excited to offer this stunning space for private hire, including corporate events, gala dinners, private parties, and weddings. To support these new ventures, we are seeking a dynamic and creative Marketing Executive to establish a robust digital and PR presence for the North Range.</p> <p>Job Description:</p>
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	<p>The Marketing Executive will play a pivotal role in launching and promoting our newly restored North Range as a premium event venue. This position requires a strategic thinker with hands-on experience in digital marketing, web development, social media advertising, content creation, and PR. The ideal candidate will be passionate about hospitality, with a keen eye for detail and a track record of delivering high-impact marketing campaigns.</p> <p>The role is an exciting new position within the IMMA Event Team. This role will be responsible for launching and promoting our newly restored north wing as a premium event venue, and the day-to-day marketing activities of the north wing. Responsible for managing this element of the marketing budget.</p>
<p>Key Responsibilities</p>	<p>1. Website Development and Management:</p> <ul style="list-style-type: none"> • Lead the design and development of a new 'Venue Hire' section on the IMMA website. • Ensure the new section is user-friendly and optimised for search engines. • Collaborate with internal teams and external web developers to deliver the project on time and within budget. <p>2. Digital Advertising Campaigns:</p> <ul style="list-style-type: none"> • Plan, execute, and manage social media advertising campaigns across platforms such as Facebook, Instagram, and LinkedIn. • Develop and implement Google AdWords campaigns to drive traffic and generate leads. • Monitor and analyse campaign performance, providing regular reports and insights to optimize results. <p>3. Content Creation:</p>

	<ul style="list-style-type: none">• Lead the production and delivery of high-quality photo and video assets showcasing the North Range as a premium event venue.• Work with photographers, videographers, and graphic designers to create compelling promotional materials.• Manage the content library and ensure all assets are consistent with IMMA's brand guidelines.• Design specific templates, packages, and offerings for event spaces at IMMA, including a digital map of the spaces. <p>5. Lead Generation and Conversion:</p> <ul style="list-style-type: none">• Develop and implement strategies to generate and nurture leads for venue hire.• Work closely with the events team to track inquiries and bookings, ensuring a seamless customer journey from initial contact to final event delivery.• Utilise CRM tools to manage and analyse customer data, providing insights to inform marketing strategies. <p>6. PR:</p> <ul style="list-style-type: none">• Co-ordinate PR activities on behalf of the North Range and commercial events business.• Build and maintain relationships with key media and cultural influencers of relevance to the commercial business at IMMA. <p>7. Stakeholder Collaboration:</p> <ul style="list-style-type: none">• Liaise with the Audience & Development Department on a weekly basis at group meetings to keep up-to-date on communication information.• Liaise with internal teams, including programming, and visitor services, to align marketing efforts with IMMA's broader objectives.
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	<ul style="list-style-type: none"> • Build and maintain relationships with external partners, including event planners, corporate clients, and media.
<p>Other Responsibilities</p>	<p>General</p> <ul style="list-style-type: none"> • Actively participate in and seek out learning and development opportunities regarding leadership and team skills and apply learning to carry out the role effectively. • Be open and accepting of necessary change, learning and innovation; change behavioural style or method of approach when necessary to achieve a goal. • Maintain a professional and friendly environment with visitors, colleagues, and supervisors. • Take leadership, direction, and training from management and ensure that you fully understand the company policies and operations procedures. • Ensuring adherence to HR requirements and procedures. • Ensure that you are familiar with all computer systems. • Communicate with your Manager on any issues that relate to the Museum and ensure that the name of IMMA is not brought into disrepute. • Be highly motivated to succeed and always driven. • Complete all necessary tasks and fulfil all commitments made to your team, colleagues, and manager on time and without supervision. • Managing one's time and resources to ensure that work is completed by correctly prioritising information and tasks. • Be a positive ambassador of IMMA and always promote IMMA. <p>Health & Safety</p> <ul style="list-style-type: none"> • Maintain a working environment in line with Health & Safety legislation. • Attend Health and Safety training as required. • Adhere to all policies and procedures including safety guidelines.

	<ul style="list-style-type: none"> • Maintain a safe and clean work environment that will assist the museum to ensure that employees and visitors can visit and work in our museum safely. • Recognise risks in operational and museum activities and then proactively apply the right measures and processes to control and manage those risks. • Ensure that the security of the museum is maintained in terms of the security guidelines.
<p>Key Deliverables</p>	<ul style="list-style-type: none"> • New Venue Hire section on the IMMA website. • Always On Social Media Advertising campaign • Full Content Suite ready for Venue re-opening • Re-opening Campaign • CRM strategy and execution
<p>Skills and Experience Required</p>	<ul style="list-style-type: none"> • Bachelor’s degree in Marketing, Communications, Digital Media. • Minimum of 2 years’ experience in digital marketing, preferably within the arts, culture, or hospitality sectors. • Proven track record in website development and management, with experience in CMS platforms (e.g., WordPress). • Strong knowledge of social media advertising and Google AdWords, with a demonstrated ability to drive lead generation and conversions. • Excellent content creation skills, including photography, videography, and graphic design. • Proficient in using analytics tools (e.g., Google Analytics) to track and report on campaign performance. • Exceptional communication and project management skills, with the ability to manage multiple projects simultaneously. • Direct experience in managing and implementing both traditional and digital marketing campaigns. • Develop physical and web materials for new brand.

	<ul style="list-style-type: none">• Flexible to work evenings and weekends, in correspondence with business needs.• A team player with a positive, creative, and innovative mindset.
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This role profile is a guide to broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. The role profile may be reviewed in the light of new structures and / or the changing needs of the Museum.

All employees are required to be compliant with IMMA's screening, security and Garda vetting procedures.

Signed: _____

Print Name: _____

Employee

Date: _____

Signed: _____

Print Name: _____

Manager

Date: _____