

Marketing and Brand Manager

Role Overview

With just a year to go until Galway hosts the European Capital of Culture in 2020, we're entering the delivery phase of the project. This year will be one of the most exciting times in Galway's history. Be a part of history-in-the-making by joining our team as Marketing and Brand Manager.

The Marketing and Brand Manager is a key role within our Communications team. The manager's role will be to develop the marketing strategy and manage the day-to-day marketing activities of the organisation, as part of the overall communications plan. You will enjoy a challenge and be able to both plan and execute activity that will continue to build on the reputation secured so far.

The Marketing and Brand Manager will have responsibility for the development and practical delivery of our multi-faceted integrated marketing campaigns. The successful individual will have broad knowledge and experience in all aspects of marketing, brand and merchandise development. They will have a creative leaning and a proven track record in delivering successful national and international marketing campaigns. Experience in the cultural sector would be an advantage.

Responsibilities:

The successful candidate will report directly to the Communications Director and will have lead responsibility for the following:

- Planning of all elements of multi-faceted marketing campaigns and brand management.
- Proposing imaginative and compelling creative solutions to maximise audiences and engagement with the cultural programme.
- In conjunction with other team members, developing and implementing integrated campaigns across all platforms.
- Managing all print and marketing collateral requirements, both on and off site, and be responsible for managing marketing suppliers and agencies, including web agency, printers and designers and for delivering marketing materials, on time and within budget.
- Champion the Galway 2020 brand, ensuring consistent roll-out across the company, throughout projects, and our funding partners.

- Work collaboratively with cultural delivery partners, tourism partners and commissioned arts organisations / artists to develop integrated marketing strategies and activity plans.
- Implement CRM system and maintain data systems for customer and audience information.
- Continual evaluation and reporting of campaign activities.
- Accountable for people management in Marketing team.
- Undertake any other duties as required.

Required Skills & Experience:

- Third level qualification in Marketing or related discipline.
- Proven track record of exceptional delivery with at least five years' experience in a similar role.
- Experience of creating and executing marketing and engagement campaigns across a range of media.
- Experience of managing external agencies to ensure efficient delivery of projects.
- Ability and ambition to influence locally, regionally and nationally.
- Experience of working in a fast-paced and dynamic environment with multiple stakeholders.
- Excellent proof-reading, presentation and communication skills.
- A flexible approach to work and the ability to work to multiple priorities and deadlines.
- A collaborative team-player, able to connect and work in partnership with others internally and externally, as well as working on own initiative.
- Ability to work within defined budget parameters and report on budget status.
- Project management experience.
- Experience of working and collaborating with graphic designers.
- A passion for the arts and culture and a commitment to making it accessible to all.
- An understanding of and a personal commitment to the Vision and Values of Galway 2020.
- Full Drivers' license.
- Willingness to work evenings and weekends when required.

Application Process

Application is by CV and covering letter. Applicants should set out within the covering letter how their experience and skills match requirements above and give clear example of previous successful cross-platform marketing campaigns in the person specification within this document.

Attendance at interview will be at the candidate's own expense.

All information should be sent to alan@galway2020.ie in the first instance.

Closing Date for applications: 28th February 2019

Salary for the Marketing Manager post: €50-60k

The position is a fixed term contract position to be undertaken on a full-time basis, located in Galway.

If you would like to discuss any aspect of the application process or the role on a confidential basis, please contact us at: alan@galway2020.ie or (091) 412492.