

# The Model



The Model is seeking a Marketing Manager to work strategically to raise public awareness of all strands of its artistic programme. The Marketing Manager will have responsibility for the implementation of a new Audience Development Strategy, developed and adopted by The Model in 2023. The successful candidate will also effectively communicate the organisation's mission and vision and ensure that The Model's ethos and values are conveyed effectively to diverse audiences, the public, and stakeholders. The Marketing Manager will oversee all of The Model's digital channels including social media platforms and the website are always up to date. They will compile publicity, webtexts and social media copy; write and issue press releases, e-bulletins, texts, listings, blogs and event guides, and devise innovative ways to promote The Model's institutional profile to the public.

**Job Title:** Marketing Manager

**Employer:** The Model, home of The Niland Collection

**Responsible To:** Chief Executive / Artistic Director

**Pay scale:** €32,000 per annum (pro rata for 37.5 hour week)

**Conditions:** Part-Time, 30 hours per week

**Contract:** 2 Years initially

**Probation period:** 9 months

**Place of Employment:** The Model, The Mall, Sligo. F91TP20

This role requires presence on site the majority of the time

**For queries please email:** Aga Sikorzak [agasikorzak@themodel.ie](mailto:agasikorzak@themodel.ie)

**To apply please email:** Aga Sikorzak [agasikorzak@themodel.ie](mailto:agasikorzak@themodel.ie)

with the following documents:

- A comprehensive Letter of Application demonstrating how you meet the criteria and specification for this position.
- A Curriculum Vitae

**References:** The successful candidate will be required to provide two comprehensive written references on request

**Application deadline:** 12pm Thu 16 February, 2023

**The key responsibilities of this contract are as follows:**

- To manage all of The Model's social media platforms with a consistent, intelligent and vibrant voice and to expand our followers, friends and influence.
- To manage The Model website, to oversee the functionality, evaluate and manage website performance, to facilitate hosting and server management, and to develop, maintain and update website content.

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The Mall,  
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## Key responsibilities (continued) :

- To ensure that The Model's entire programme is well covered across all media & especially in the local press, including writing & issuing press releases and building positive relationships with key stakeholders
- To implement The Model's Audience Development Strategy for The Model (2022-2024) with the Director
- To compile and issue a vibrant monthly newsletter with comprehensive programme updates and booking links for sign off by the Director
- To develop and implement institutional marketing strategies
- To create exciting and engaging marketing campaigns across platforms, and to take the lead on writing and issuing Press Releases, Programme Announcements and Listings information in good time
- To manage, monitor, and to delegate duties to the Marketing Assistant as required
- To use outputs from The Model's programme and activities as a basis for creating new 'shareable' content and maximise the usefulness and findability of those outputs by key audiences.
- Embed our anti-racist and anti-ableist principles and involve minoritised communities when developing digital content.
- Be up-to-date with the latest thinking in digital content and be a go-to person for The Model team's questions about digital content.
- To lead on and coordinate the compilation of all publicity and promotional material including e-bulletins, e-vites, posters, brochures, flyers, text panels and external signage, with the highest standards of attention to detail
- To attend Model events and document for social media platforms as needed, and to be fully informed about all Model activities and programmes
- To implement and strengthen The Model's branding in all aspects of in-house design
- To develop relationships with key journalists, professional PR personnel, social media influencers, local ambassadors and other marketing stakeholders on behalf of The Model
- To secure reviews of The Model's programme in national cultural press and online
- To represent the organisation publicly as required
- To research and recommend key editorial / advertising opportunities
- To undertake any other reasonable promotional activities as requested by the Director

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## **Skills & Experience:**

- A third level qualification in the field of marketing, communications or digital marketing, or equivalent experience.
- A minimum of 2 years experience in communications and marketing
- Experience of writing, editing and creating content for different audiences / groups
- Experience of using community management and social media monitoring tools
- Setting and working to a busy schedule, working under pressure in a fast-paced environment and to strict deadlines
- Able to understand complex or technical language and convert it into simple, engaging accurate copy
- To fact check, spell check and work to the highest standards of attention to detail

## **Person Specification:**

- Able to meet deadlines and work under pressure
- Able to learn quickly about unfamiliar issues and prepared to make a sustained effort to build an understanding of key issues
- Aptitude for cultivating contacts • The curiosity to read, understand and get to the nub of an issue
- Demonstrate a broad understanding of The Model's work and the cultural sector
- Enthusiasm for The Model's work and belief in the transformational capacity of the Arts

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