

OVERVIEW

The Ark is a dedicated cultural centre for children. We opened in 1995, three years after the Irish government ratified the UN Convention on the Rights of The Child (UNCRC), recognising the rights of children to “participate freely in cultural life and the arts’. The Ark was founded on the principle that children are entitled to great art made especially for them.

Our purpose is to realise children’s right to art and culture with ambition and joy. We do so by commissioning, producing and presenting fun and ambitious art for, by, and about children from birth to twelve. Our work is also our advocacy.

We share the work of brilliant and daring Irish and international artists in our award-winning, purpose-designed home in the heart of Dublin’s Temple Bar, as well as in-person and online in schools, in libraries, in early years and care settings around Ireland. We seek to engage children in the places and spaces and on the platforms that are meaningful to them. We often work in partnership with others as artistic collaborators or to advance the diversity and inclusivity of our engagement with children.

Child participation is at the heart of our practice. We work closely with our Children’s Council and have a robust model of child participation embedded across all of our programmes. Consultation with children actively, comprehensively informs all our decision-making.

As firm advocates of children’s right to art and culture and as leaders in participatory practice, we regularly share our resources and knowledge with artists, educators and all those interested in child-centred arts practice. We also curate specific professional development opportunities for teachers and artists, and work with other like-minded organisations to advance children’s rights to art and culture as part of their learning and development.

In April 2024 we will publish *The Ark Strategy 2024-2028* which sets out our ambition to be a thriving, inclusive, sustainable, climate-friendly organisation, recognised for the integrity, influence and impact of our work in realising children’s right to art and culture.

Building on our leading, rights-based, child participation practice we will innovate to further engage children as co-creators in the artistic process. Together, through ongoing collaboration with diverse artists we will create playful, experimental art for today and imagine the art of the future.

To mark our 30th anniversary in 2025, we broaden our audience for children from birth to 12, establishing an equitable and profound early years practice to include babies in our programming for the first time.

We will continue to be a vocal champion of the arts and of artists and a trusted advocate for children, working closely with them and on their behalf, to ensure their right to art and culture is meaningfully realised in both policy and practice.

With these commitments and by living our values: dreaming big, thinking ahead, opening hearts and minds, showing kindness and care, and, of course, having fun, The Ark will remain at the heart of artistic life for children in Ireland.

THE ROLE

This is a fantastic opportunity for a brilliant marketing/communications lead to join and really make an impact in an established and ambitious arts organisation. The right person will bring strong experience and the energy and drive to lead the communications and marketing function of The Ark.

Key to the role is providing strong leadership and management across all marketing and audience development activities for the organisation, creating and executing a cohesive marketing and communications plan that will deliver the priorities of *The Ark Strategy 2024-2028*.

This is an existing role but will be joining the organisation at an exciting moment of transformation for our audience engagement. At the start of 2024 we received targeted multi-year philanthropic support to enable us to invest in our commitment to transform the way that we engage with children. As a result of this significant investment, the Marketing Manager will manage a recently appointed full-time Digital & Audience Development Coordinator who will support the delivery of the marketing and communications plan.

Reporting

Reports to the General Manager.

Key Relationships: Director, Creative Arts Manager, Development & Advocacy Manager and Visitor Services Team. This role will line-manage the Digital & Audience Development Coordinator and will manage key external relationships with The Ark's publicist, and graphic designers.

KEY DUTIES AND RESPONSIBILITIES:

Marketing & Communication

- To strategically direct all internal and external [national & international] programmatic and institutional communications and execution of marketing activities.
- To create short, medium and long-term marketing and communications strategies.
- To create and execute innovative, effective and targeted tactical marketing campaigns for all programmes and events.
- To plan, create and manage the budget for all on- and off-line advertising, as required.
- To write and sign off copy for all marketing materials [flyers, posters, website content, press releases, newsletters, blogs etc.]
- To develop and execute online strategies that include website development, social media and on-line content & resources.
- To create and execute innovative and engaging social media content across all relevant platforms, key current platforms include Facebook, Twitter, Pinterest, YouTube and Instagram, to maximise effectiveness and to grow our online reach.
- To coordinate the Communications Team meetings (made up of the General Manager, Visitor Services Coordinator, with input from the Director and Development & Advocacy Manager as required) and ensure actions are carried out within the identified timeline.

Audience Development

- To create and implement a new strategic audience development plan.
- To conduct appropriate market research and gather feedback for the organisations work.
- To constantly explore, recommend, use and optimise communication methods, channels and technologies to engage with various audiences [general public, schools, stakeholders, sectors]

Stakeholder Management

- To prepare communications reports and analysis for internal distribution and support the preparation of the annual Arts Council application as well as other fundraising applications and reports.
- To manage all distribution of information including, but not limited to e-zines, mailings, distribution, news items, invitations, and stakeholder communications.

Administration & Budget Management

- To manage and conduct all marketing related administrative duties including creating and maintaining the annual marketing budget.
- Administering and enforcing The Ark's photography policy, ensuring correct consent is given for any images captured and used.
- To maintain all customer databases and communications in line with The Ark's data protection policy and privacy statement.

Institutional Marketing

- To develop and maintain branding and visual identity guidelines
- To direct the development of creative content and design work for various online and offline platforms, in line with The Ark's design strategy and brand guidelines.

Press & PR

- To support the PR activities carried out by our external publicist.
- To seek media sponsorship and new promotional partnerships, liaising with the Fundraising & Advocacy Manager.

PERSON SPECIFICATION:

Knowledge and Experience:

- Proven ability to implement successful marketing and communications strategies.
- Minimum of 5 years' experience in significant marketing roles.
- Marketing qualifications or a proven track record in the area.
- Excellent on-line communications knowledge and experience across website content management (we use Craft CMS), SEO, email clients (Mailchimp or similar) social media and other relevant online systems and platforms.
- Experience and understanding of budget planning and management.
- An understanding and working knowledge of the arts, education & culture sectors.

Skills:

- Ability to think strategically and translate into effective action plans.
- Strong written, editorial and verbal communication skills.
- Excellent IT skills, with a high level of proficiency in MS Office essential. Experience with design or video and photo editing software would be an advantage.

Personal Attributes

- Positive, energetic and committed to the ethos, values and ambition of The Ark.
- Ability to multi-task, prioritise competing demands and meet deadlines.
- Approachable, a good communicator who credibly represents their role internally and externally.
- Someone who takes ownership and responsibility and works well in a small team.

TERMS

Salary

€44-€46,000 per annum

Contract

The role is based at The Ark's venue in Dublin. This is initially a 2-year fixed term appointment with a 6-month probationary period. Employees must also participate in an annual performance review. Garda (police) vetting is a requirement of the appointment process.

Benefits

After six months The Ark provides employees access to the company pensions scheme with a 5% contribution of annual salary from the employer. Employees must contribute a further 3% to avail of employer contributions. Contributions are made through payroll.

Holidays

There is a holiday entitlement of 20 days per annum, in addition to public holidays. There are also 5 company holidays allocated by the organisation – generally at Christmas.

Working Hours

This is a full-time role [35 hours week excluding lunch] with shifts primarily Monday to Friday, with the occasional weekend and evening work required.

Time off in lieu will be given for any authorised overtime as per company policy - see staff handbook.

HOW TO APPLY

Interested candidates are invited to apply by completing / providing the following items:

1. **A CV** highlighting your relevant experience for this role.
2. **A covering letter** outlining your experience and reason for applying for the role.
3. **A short summary** (max 500 words) outlining a marketing or communications campaign that you have delivered and are particularly proud of.

Please send your application by email only to Al Russell, General Manager, al@ark.ie with the subject line 'Marketing Manager'. **The closing date for applications is Monday 29 April 2024 at 12pm.** Late applications will not be accepted.

Please note that successful candidates will be required to provide proof of identity and complete our Garda vetting process.

All applications will be treated in the strictest confidence. The Ark is committed to creating a diverse environment and is proud to be an equal opportunity employer. The Ark's Equality, Diversity & Inclusion Policy can be found [here](#)

Interview Dates and Selection methods

- Initial short-listing of candidates will be on the basis of the information contained in their CV and covering letter.
- Candidates who are short-listed will be invited to attend for interview to be held **in early-May** at The Ark, 11a Eustace Street, Temple Bar, Dublin 2.
- In line with our data protection policy, we will only use the information that you provide for the purposes of this recruitment process. On completion of the process, your information will be securely retained for a maximum of 6 months before being erased.