

INTERIM MARKETING ROLE (MATERNITY COVER)

Solstice Arts Centre is seeking an experienced arts marketing professional to cover the existing Marketing Officer's maternity leave from early February to mid August 2012.

About Solstice Arts Centre

Solstice Arts Centre is a multi-disciplinary arts venue located in Navan, County Meath. Its facilities consist of a tiered 320 seat theatre, visual arts spaces, studio and café.

The artistic programme covers music, theatre, film, comedy and the visual arts, and is also a popular venue for local groups to present their productions. Since opening in 2006, Solstice has exhibited, curated and commissioned a diverse range of exhibitions, theatre and music events, gaining national and international recognition as a key visual arts space and venue in Ireland.

Tall Tales Theatre Company has been Theatre Company in Residence at Solstice Arts Centre since January 2008. Solstice has commissioned and co-produced new plays by Deirdre Kinahan which have toured extensively in Ireland, the UK and USA, receiving international and national acclaim.

Solstice arts policy incorporates and encourages the development and facilitation of art form and project based programmes, presented in new and responsive ways, providing opportunities of engagement, participation and challenge to visiting artists and audiences.

The Centre's Director is Belinda Quirke who leads a team of 6 full time staff and 8 part- time team members.

Solstice is funded by Meath County Council, Arts Council Ireland and Navan Town Council.

www.solsticeartscentre.ie

Marketing and Communications

All marketing, PR and communications work is undertaken by the Solstice's Marketing Officer with assistance and support from the wider staff team, with design and printing work outsourced to independent contractors.

The Interim Marketing Role

The successful candidate should be an experienced arts marketer with a background in a venue(s) and/or working in or with a touring company and needs to be able to demonstrate solid experience in developing strategic plans, marketing campaigns and managing media and communications.

Knowledge of the Ticketsolve computerised box office system would be ideal, though a working understanding of computerised box office systems is essential.

The role requires a motivated and dynamic person able to 'hit the ground running', who can think and operate strategically as well as being able to develop, maintain and deliver marketing and PR campaigns for incoming performances, received touring product or visual arts exhibitions. The role requires the person to act as an ambassador for Solstice with the public, stakeholders and partners, the media, artists and touring companies.

The candidate should be methodical, well organised and have the ability manage multiple priorities. They will need to take ownership of their role and be responsible for their own work and actions, recognising the impact that these have both internally and externally.

It is important that the right candidate is able to forge good working relationships, contributing to a positive working environment and demonstrating a collaborative working ethos required in a small busy team, thereby understanding how their role contributes to the organisation's success.

Exemplary communication and interpersonal skills are essential – Solstice requires an individual who communicates in a confident, clear, accessible and engaging manner in both spoken and written communication, varying style and content to suit the audience's needs. An understanding of and passion for audience development and engaging people with the arts should underpin this.

Please note that Solstice can offer this interim marketing post as a consultancy contract, or the candidate may prefer to be employed. (see information about the Terms of Engagement below).

JOB DESCRIPTION

Interim Marketing Role for Solstice Arts Centre (covering Marketing Officer's maternity leave)

Responsible to: Solstice Arts Centre's Director

Strategic projects requiring special focus:

- To work with the Director and staff team to develop a marketing and communications strategy for the arts centre
- Following a merger in Spring 2012 with Tall Tales Theatre, to forge a renewed working partnership with the theatre company

Key responsibilities:

- To devise, maintain and deliver effective marketing campaigns to increase awareness of Solstice and its facilities, and promote its activities, maximising attendance at events and ticket revenues where applicable
- Developing and managing the implementation of effective marketing, PR and media communications (including listings and media launches or events) to maximise awareness of Solstice locally and nationally
- Managing and monitoring the marketing and communications budget effectively, ensuring value for money
- Working with the Director and Solstice team to maximise revenue generation through advertising, sponsorship, individual, trust and public sector fundraising
- To maintain the Solstice website and develop on-line marketing and communication channels
- To work with the Administration Manager and Box Office staff to ensure the Box Office runs smoothly and all front line staff team are briefed about the artistic programme
- Manage the collation, copywriting, proofreading and production of the seasonal brochure, and other print and promotional materials as required, liaising with agencies, designers, printers and mailing houses, ensuring high standards and deadlines are met
- Managing all advertising, print distribution, direct mail and other marketing campaigns, utilising the bank of data held by Solstice and on the Ticketsolve system
- Monitoring ticket and audience attendance and profiling data, media coverage and customer feedback in order to brief or present to the Director, staff and other stakeholders as necessary
- Holding regular programme briefing meetings with all staff to ensure and active understanding of the programme to generate energy and ownership of the upcoming programme and to ensure that Solstice's key marketing messages are clear

- To maintain an archive of media cuttings, online features and reviews and press photos
- Providing reports and attending meetings as required by the Director and Solstice Arts Centre
- Undertaking any other duties as required that are commensurate with the general level of responsibility of this post
- To comply with all in-house policies, systems and procedures at all times and participate in any appropriate training and development programmes
- To promote a positive working environment and work as part of the wider team in contributing towards the objectives of the organisation and its ongoing development

Key Terms of Engagement

Location: Navan, County, Meath, Ireland

Employer: Solstice Arts Centre (Meath Arts Centre Company Limited).

Dates: Commencing Monday 6 February 2012 to end on Friday 17 August 2012

Salary/fee: €10,000 - €15,000 for the stated period (6½ months), depending on experience

Applying for the Post

In order to find the right candidate, Solstice welcomes applications from those wishing to be employed by the Arts Centre for this interim period, or those who operate as freelancers or consultants. Please ensure that when applying you clearly indicate which arrangement you are proposing in your covering letter.

Solstice is hoping that the candidate would be able to commence work on Monday 6 February 2012. If you cannot do this, please advise the soonest start date.

Please send applications by post or e-mail to:

- Belinda Quirke, Director - Solstice Arts Centre, Railway Street, Navan, Co.Meath
- belinda.quirke@solsticeartscentre.ie

Recruitment Timeline

- Application closing date for CVs and Covering Letters: Monday 16 January 2012
- Shortlisted candidates contacted: Thursday 19/Friday 20 January 2012
- Interviews to take place in Navan: Friday 27 January 2012
- Solstice confirms appointment: Monday 30 January 2012
- Commence at Solstice: from Monday 6 February 2012 (or please advise soonest date)
- Handover week with current Marketing Officer planned for: Monday 6 – Friday 10 February 2012

Please note:

- This timetable may be subject to change
- Shortlisted candidates may be asked to prepare a short presentation as part of their interview