



Marketing & Development Manager

Solstice is seeking a Marketing & Development Manager to join its team.

About Solstice Arts Centre

Solstice Arts Centre is Meath's multidisciplinary centre for the arts. Solstice consists of a 320-tiered theatre; three purpose-built gallery spaces, a workshop studio and a café space open to the public. Solstice stages, presents and produces over 400 arts events per year, welcoming up to 100,000 visitors and audience members annually. Since opening in 2006, Solstice Arts Centre's aim has been to inspire, entertain, captivate, challenge and connect with audiences of all ages through its much lauded arts programme.

Solstice's programme of events presents visual arts, theatre, music of all genres, dance, opera, ballet, film, comedy, children's events and a vibrant local-arts programme. Solstice welcomes a weekly toddler and parent group, weekly speech & drama lessons, classes and talks, as well as hosting outside events such as book launches, media broadcasts, conferences etc. Solstice caters for family audiences specifically with a host of children's events throughout the year in theatre and visual arts as well as seasonal family events. Accessibility and creativity are at the core of Solstice Arts Centre, where we invite artists, communities, families, school groups and audiences to connect with us in a meaningful and engaging way.

Solstice's arts policy incorporates and encourages the development and facilitation of art form and project based programmes, providing opportunities for connection between artists, their work and the public. Solstice had a notable commissioning practice and Associate Artists programme.

Solstice is a founding member of Strollers Touring Network a touring network of 10 Theatre/Arts Centre venues across Ireland. Solstice Arts Centre is a registered charity and funded by Meath Local Authorities and The Arts Council.

In 2021, Solstice Arts Centre will continue its programme of online and outdoor events within Government Covid-19 operating guidelines.



Marketing & Development Manager

The successful candidate will be an experienced marketing professional with a background preferably in a venue/arts marketing and demonstrable experience working with a range of stakeholders including artists, art organisations, public bodies, and the public. Experience of box office booking systems, digital content skills and management is significantly desirable.

The role involves strategic development as well as day to day sales management. The successful candidate will be a motivated and dynamic person able to 'hit the ground running', who can think and operate strategically, as well as being able to maintain high marketing standards of the Centre.

At Solstice, our excellent team is supportive, mature and collegial in nature, with staff working together to trouble shoot, create and deliver projects and grant applications collectively within their own individual duties, whilst flexing unique personal strengths and development interests.

The candidate should be methodical, well organised, aware and have the ability to manage multiple priorities. Solstice uses Ticketsolve software, a working knowledge of this /or similar system is advantageous. Duties will require flexibility in attendance and representation at evening events. This post is offered on a fixed term contract basis.

Job Description

Development:

- Continue the development of a strong marketing strategy that includes audience analysis and development; brochure copy, design and distribution; box-office/foyer branding; E-zine production; managing the centre's membership scheme; PR & media; pricing; signage; digital content, website and social media management.
- Manage media campaigns to support the effective promotion of the Centre and its activities, liaising closely with staff and visiting artists
- Maximise business opportunities and income through sponsorship, fundraising and PR activities
- Represent Solstice at events, conferences, and other business development opportunities
- Liaise with local agencies / businesses in developing marketing partnerships
- Responsible to Director for the development of audiences in both visual and performing arts
- Provide the Director with regular user and audience development data/statistics pertaining to digital and website content, as well as box office data

Marketing & PR

- Develop and increase online audience database
- Produce three brochures (hard/softcopy) annually for Solstice programme of events
- Liaise with designers, producers and artists for all related copy, images and support materials
- Direct the on-going distribution of soft and hardcopy materials
- Manage a social-media strategy that enhances the profile of the centre and utilise all digital platforms as potential sales tools
- Increase online-audiences via all social media platforms
- Be responsible for maintaining and developing Solstice Arts Centre website and all associated branding
- Create copy for Press Releases for local and national media and build on media contact-list
- Devise and manage copy and design of visual arts invitations and distribution of same
- Manage visual arts audience database
- Sign-off on all marketing content from visiting producers, artists and performers
- Keep an archive of press, adverts, photos, radio and online PR
- Analyse and monitor box office audience data and prepare recommendations to the Director
- Work alongside Box-Office to ensure professionalism in branding and display
- Facilitate regular meetings with Box-Office staff for programme and ticketing support
- Organise specific promotional events such as press launches, season launches, media competitions

General

- Undergo any appropriate training as directed by the Director
- Comply with inhouse policies, systems and procedures at all times
- Work as part of the Solstice Arts Centre team in contributing towards meeting the organisation's objectives
- Assist with box-office sales on occasion

Key Terms of Engagement

Location: Navan, County, Meath, Ireland
Employer: Solstice Arts Centre (Meath Arts Centre Company DAC)
Dates: Immediate Start where possible
Salary/fee: €38000-40,000 p.a. dependent on experience

Recruitment Timeline

- Application closing date for CVs and Covering Letters: **Friday 19 March at 5pm**
- Interviews to take place online: **tbc** (Date to be finalised) *Shortlisted candidates may be asked to prepare a short presentation as part of their interview*
- Commence at Solstice: **Immediate Start where possible**

Applications:

Interested candidates should forward a Cover Letter and CV with subject title 'Marketing & Development Manager' to alison.dowling@solsticeartscentre.ie no later than **5pm, Friday 19 March 2021**.