



Marketing and Communications Officer

Overview

Rua Red, South Dublin Arts Centre, is inviting applications for the position of Marketing and Communications Officer. The role will help to shape the organisation's communications and share the energy and excitement of the artistic programme, events and activities, connecting audiences and the community with what's happening day to day here at Rua Red.

The Marketing and Communications Officer will play a key part in shaping and amplifying Rua Red's digital presence while communicating our core values of community, collaboration, and quality, through a vibrant programme of exhibitions, artist commissions and residencies, talks, workshops, events, and more.

The position requires a confident communicator with a strong mix of written and visual communication skills including technical skills in layout and design, photo and video editing, copy writing, content editing, and publishing across platforms. The ideal candidate will be proactive, adaptable, and excited to work in an energetic live arts environment, with a commitment to quality, continuous learning and creative problem solving.

Job Description

- Keep the Rua Red website up to date, creating and editing exhibition pages, event listings, activities, news, and organisational information, ensuring copy and visual content is collated and approved by relevant partners
- Ensure accuracy of information and consistency in language, tone, and messaging so audiences receive clear, joined up communications across the website and all platforms
- Generate reactive, fast turnaround social media coverage, making sure events, talks, launches, and activities are promoted, keeping content fresh and building excitement as things happen
- Assist at key events, support the event team as required, and proactively gather social media content, capture activities and tell stories through video and photography
- Plan, create and schedule social media campaigns, coordinate promotional timelines, liaise with advertisers and distribute press releases
- Work closely with the Marketing Manager, Artists, Curators, and Director, and liaise with graphic designers, to deliver high-quality suite of digital and print assets for each exhibition
- Ensure media permissions are in place, with appropriate credits and consents for artists, participants and partners
- Design and produce promotional materials, including flyers and small format brochures
- Act as first point of contact for communications and social media queries, responding promptly and professionally to incoming questions and requests

- Create and manage e newsletter campaigns, tracking engagement, growing audiences and increasing sign ups over time
- Support audience development and evaluation, gather data, monitor trends, carry out surveys and support organisational learning
- Be a key point of contact for visitor questions and concerns, engaging with audiences both online and in person in a friendly, solution focused manner
- Maintain clear communication with management, providing regular reports and updates, and supporting planning and service delivery across the team
- Attend meetings, training and events as required
- Other duties as assigned

Skills and Person Specification

Essential

- Excellent visual communication skills. Proficient in industry standard design software, Adobe InDesign, Photoshop, and image and video software, as well as proficiency in using social media platforms and tools
- Appropriate and relevant experience and/or a third level qualification in art and design related field
- A demonstrable ability to communicate creatively and effectively through a variety of social media channels
- Knowledge and passion for contemporary art practice, and a strong desire to promote access and participation in the arts
- Strong personal and organisational skills, a friendly manner, and excellent verbal and written communication skills
- Attention to detail and a commitment to attaining high quality outcomes
- Ability to balance a varied and busy schedule and manage competing priorities

Desirable

- Full clean driving licence
- Monitoring and evaluation experience
- A demonstrable ability to build strong networks and relationships

Salary: €28K per annum at 35hrs per week

Please send a current CV and cover letter stating your suitability for this position to opportunities@ruared.ie no later than Monday March 2nd at 6pm

Late applications will not be accepted.

Candidates will be required to do a presentation as part of the interview.

Rua Red welcomes applications from all suitably qualified candidates, irrespective of gender, disability, marital status, racial, ethnic or social origin, colour, religion, belief, or sexual orientation.