



Vacancy – Marketing, Communications & Events Executive

Cultural & Creative Industries Skillnet (CCIS) was established in January 2023 as a consolidation and expansion of three existing and established Skillnet Business Networks (Animation Skillnet, Screen Skillnet and Immersive Technologies Skillnet) to support skills and talent development within the following cultural and creative sectors: Animation, Visual Effects, Games, Film, TV, Documentary, Post-Production, Immersive Technologies, AR/VR, Virtual Production, Digital Media, Entertainment Events, Music, Performing Arts and Visual Arts. Cultural & Creative Industries Skillnet is co-funded by Skillnet Ireland and network companies. Skillnet Ireland is funded from the National Training Fund through the Department of Further and Higher Education, Research, Innovation and Science.

CCIS now wishes to engage a Marketing, Communications & Events Executive to manage CCIS's Comms and Marketing strategy and to manage all Culture Crush branded events for CCIS.

Role

Reporting directly to the Network Manager of CCIS, this role has two core functions:

- (1) Management of CCIS's Comms and Marketing strategy
&**
- (2) Management of all Culture Crush branded events for CCIS**

This role is central to the organisation's communications strategy; managing all social media platforms as well as web content. The candidate will be responsible for generating content, newsletters and engaging posts for all CCIS public facing platforms, as well as assisting with preparing news and press releases. The ideal candidate will be full of ideas to increase traffic across all of the CCIS communications platforms, as well as managing CCIS analytics.

The candidate will also be responsible for oversight and delivery of CCIS's flagship annual Culture Crush event as well as other events under the Culture Crush brand.

Key Responsibilities

Responsibilities related to (1) Management of CCIS's Comms and Marketing strategy

- Manage and oversee all marketing and communications requirements of CCIS to include website, social media channels, press releases and industry/sectoral events.
- Create an annual Marketing & Comms Strategy for CCIS.

- Execute digital (including email) marketing campaigns to engage audiences and grow the brand.
- Execute social media strategy across all CCIS social media channels.
- Write and optimise content for social networking accounts such as Instagram, Twitter/X, Facebook, LinkedIn and YouTube.
- Edit and post videos, podcasts and audio content for CCIS social media sites.
- Design, maintain and supply content for the CCIS website.
- Track and analyse website traffic flow and provide regular internal reports using analytics.
- Assist in the preparation of key digital marketing materials for organic and paid campaigns.
- Proof all marketing materials - including digital social cards, brochures, flyers, advertising and posters.
- Assist the Network Manager with press and communications across the promotion of CCIS activities.
- Liaise with Skillnet Ireland Marketing Team and the Furthr Marketing Team as required.
- Ensure all activities of the network (or activities supported by the network) comply with Skillnet Ireland brand guidelines.

Responsibilities related to (2) Management of all Culture Crush branded events for CCIS

- Lead on the organisation, planning, promotion and delivery of the main annual Culture Crush flagship event and other industry/sectoral events under the Culture Crush brand.
- Work with the CCIS team to research industry speakers, topics, themes and focus of keynotes, panels and performances for the Culture Crush event.
- Work with the CCIS team to research and propose experiences and stands for networking and demo areas at Culture Crush.
- Book venues and organise spaces for Culture Crush events to include dressing the space, equipment hire, and marketing collateral.
- Invite, arrange, book speakers and support with accommodation/travel logistics for Culture Crush guest speakers.
- Write speaker briefs, panel prep and de-brief, and send out speaker packs.
- Work with the CCIS Network Manager to oversee funding of the Culture Crush event including funding applications, sponsorship and ticket sales.
- Oversee marketing and promotion of the Culture Crush event including content for Culture Crush website and social channels.
- Work with the CCIS Network Manager to develop and manage the Culture Crush event budget and track expenses.
- Communicate Culture Crush event details to all stakeholders and attendees.
- Conduct post-event evaluations and make recommendations for future improvements to Culture Crush.
- This list is not exhaustive and might be complemented by reasonable and related additional tasks.

Key Skills & Requirements

The candidate will need:

- Writing Skills: excellent writing skills a necessity.
- Accuracy: excellent attention to detail and superb proofing skills.
- Social Media Platforms: good working knowledge of mailchimp, social media platforms and website content management systems.
- Video editing skills: Website and social media content will not just be text but frequently visual as well.
- Web development skills: A basic knowledge of HTML/JavaScript, knowledge of Wordpress, strong knowledge of search engine optimization and advanced Word, Photoshop and Powerpoint skills.
- Project management skills: self-starter with good project and time-management skills working to deadlines.
- Event management/coordination skills: experience of working on and delivering successful events.
- Communication: excellent communication and interpersonal skills necessary together with ability to work as part of a fast-paced team who can contribute to a dynamic and innovative working environment.
- Audience Engagement: must love communicating and engaging with audiences with a strong client focus.
- Strong time management skills and ability to manage multiple projects simultaneously.
- A relevant third level qualification is desirable.
- 2+ years of experience of working in marketing, communications and events.

Application Process

Interested applicants are invited to forward a detailed CV that highlights relevant experience and a cover letter in strict confidence to creativeskillnet@furthr.ie by COB on Tuesday 19th March 2024 with the subject line: Marketing Communications & Events Vacancy.

Shortlisted candidates will be invited to interview for the role in March.

This position will be offered on a 9 month contract (April 2024-December 2024) with the possibility of extension of the contract for a further 12 months in 2025, and will consist of 4 days per week, up to 120 hours per month, 7.5 hours per day subject to the workload demands of CCIS.

Standard monthly contractor rate on offer (please enquire directly on this).

The successful candidate will not be exclusive to CCIS but will be required to abide by the CCIS Code of Conduct and Conflicts of Interest policy.

The work location is flexible with office based in Dublin 8, working from home and some business travel.

CCIS offers an inclusive and progressive working environment.