

MARKETING AND DEVELOPMENT EXECUTIVE

The Royal Irish Academy of Music, one of Ireland's foremost music institutions, is seeking applications for the position of Marketing and Development Executive.

JOB DESCRIPTION

The Marketing and Development Executive (MDE hereafter) will be responsible for the development and implementation of a marketing strategy for the RIAM. Additionally, the successful candidate will work with the Head of Development in building new donor relationships.

The new role is an exciting position that carries a high level of responsibility, particularly in the marketing function. Reporting to and working closely with the Director, Finance Executive, Head of RIAM Connect and the Head of Artistic Programming, the MDE will be responsible for the strategic direction of Marketing Business Strategy for the RIAM, which should include activities of the RIAM Conservatoire and Junior RIAM; RIAM Exams; Events; Publications; Lifelong Learning Courses, and other integral departments of the organisation, as it expands.

Working to the Head of Development, the MDE will initiate, maintain and develop contacts with corporate businesses, individual donors and professions, and will develop and nurture links with RIAM key potential partner organisations to progress the business through in-kind support and advertising. The role has an associated level of responsibility for creating and maintaining sponsorship revenue stream, and subject to targets as agreed with members of senior management.

DUTIES AND RESPONSIBILITIES

Marketing – leadership role

- Development and implementation of the Marketing Business Plan
- Content and asset management: creation of the Marketing Content Strategy (blog posts, industry guides, videos and creative assets used throughout multi-channel campaigns)
- Lead generation and nurturing: through the delivery of social media posts, SEO and paid advertising campaigns

- Development and management of the Social Media Content Strategy (LinkedIn, Twitter, Facebook and Instagram)
- Manage and update the RIAM website on frequent basis, and review content supplied by organisational contributors for tone and effectiveness for same
- Working closely with the management team and key stakeholders to create plans that meet the required business objectives
- Monthly internal reporting to make recommendations based on traffic, region, demographics and trends
- Coordination of briefings for third party communications/design/media agencies
- Meet advertising targets for RIAM events/publications with third-party partners
- Development of employee branding and engagement projects
- GDPR and Data Protection management: recommendations regarding company policies and guidelines with respect to data protection, review commercial agreements and contracts - including Data Processing agreements, track and maintain a log of all incidents, complaints, data breaches and notifications

Development – support role

As directed by the Head of Development:

- Manage renewals, mid-term negotiations, and sponsorship reviews
- Manage pre-meeting activity, including pitch, presentations, and proposals as required
- Execute post-contract activities for new sponsorships
- Coordinate logistics for on-site activities with Marketing & Development delivery, track results and create recap reports for all development partners as determined by the corporate partnership agreement
- Take responsibility for financial reporting of sponsorship activities, running queries and generating reports on sponsorship activity in Donor Database
- Review corporate partnership and cause-marketing trends and identify opportunities to incorporate these trends where appropriate
- Work collaboratively to identify, solicit and secure sponsors, individual donors and in-kind donations

Operations

- Manage defined budgets for the RIAM Marketing Business Plan, under the direction of the Finance Executive, Director, and Head of RIAM Connect.
- Undertake any other duties as may reasonably be required by the Director

KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

- A third level qualification, and a minimum of 5 years of marketing experience
- Ability to learn new tasks and work on own initiative
- Experience in using social media platforms for sales, marketing and promotion
- High level of computer literacy in Microsoft Power Point, Word, Excel, Mailchimp and Outlook
- Excellent attention to detail and accuracy while maintaining an ability to multi-task without losing focus
- Very strong communication skills particularly in relation to interfacing with current customers/vendors/sponsors and other departments
- Strong project, organisational and time management skills
- Ability to balance working on your own and as part of a team in a friendly environment
- Ability to build relationships to support team members, share resources and knowledge and collaborate with others to achieve goals
- Have the highest levels of integrity in the successful completion of your work
- Flexible schedule to accommodate events and activities
- Experience working in cultural organisations is desirable

REMUNERATION

Grade VI post, starting at the minimum of the salary scale, €46,770.
Permanent, subject to 12 months probationary period

CLOSING DATE FOR APPLICATIONS

Cover letter and curriculum vitae to: ruthmeehan@riam.ie (Telephone 01 632 5310)
by **Thursday, June 13th, 2019**

INTERVIEWS

Interviews will be held on Monday, June 24th, 2019