

Director of Marketing & Partnerships

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| Reporting to: | Director/CEO |
| Key Relationships: | Senior Management Team IFI Department Heads Distributors Sponsors Funders Publicity Agency |
| Direct reports: | Marketing & Publicity Manager Partnerships & Development Executive |
| Indirect reports: | Press & Marketing Officer Digital Marketing Officer Marketing Assistant Membership Assistant |

Overview

The Irish Film Institute is Ireland's national cultural institution for film. It provides audiences throughout Ireland with access to the finest independent, Irish and international cinema; it preserves and promotes Ireland's moving image heritage through the IFI Irish Film Archive, and through IFI Education provides opportunities for audiences of all ages and backgrounds to learn, enjoy and critically engage with film.

About the Director of Marketing & Partnerships role

At this hugely exciting period for Irish film, filmmakers and talent, the Irish Film Institute is seeking to appoint a dynamic and innovative Director of Marketing & Partnerships to join our management team, reporting to the Director/CEO.

We are looking for a brilliant communicator with a genuine passion for film, cinema, arts and culture; someone who is excited and confident to lead and support a dedicated Marketing and Partnerships team.

The Director of Marketing & Partnerships at the IFI will be responsible for developing and delivering all marketing, publicity and partnership initiatives for Ireland's leading arthouse cinema and the home of Irish film. The role will be unique and varied, working across IFI Cinemas, the IFI Irish Film Archive, IFI Education, IFI International, IFI National and IFI Digital and Streaming Platforms, as well as the IFI Film Shop and IFI Café Bar.

The Director of Marketing & Partnerships will be pivotal in leading and supporting the Marketing and Partnerships team, working closely with colleagues across all departments at the IFI, bringing fresh ideas, new approaches and driving the IFI as *the* destination for great film and film experiences in Ireland, whether on-site or online, and attract a variety of new partners to support the IFI's work.

Our ideal Director of Marketing & Partnerships will be a strategic thinker, ambitious, creative and curious, with a firm commitment to developing innovative, cost-effective campaigns across traditional and digital mediums, amplifying and uplifting the exciting and important work of the IFI to local and national audiences, and driving awareness for all that the IFI has to offer.

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They will be an excellent relationship-builder, developing and managing new partnerships across media, hospitality, embassies, corporate and individual donors. The role will develop fundraising and corporate support through donations and sponsorship. They will develop patron schemes, engaging trusts, corporate sponsors, foundations and other grant making bodies.

Key Role Responsibilities include:

- Devising and overseeing all marketing and publicity activities for the IFI.
- Securing and managing partnerships for the IFI.
- Leading and overseeing digital strategies for the IFI.
- Retaining, developing and engaging audiences across all IFI offerings.
- Managing budgets.
- Leading and supporting the IFI Marketing and Partnerships Team.

Key tasks and priorities include:

- Devise and oversee the implementation of marketing strategies for the organisation utilising various disciplines including direct marketing, advertising, promotions, social media, digital initiatives etc.
- Devise and oversee the implementation of PR strategies for the organisation, developing key relationships with media, and securing coverage for the IFI across its full range of activities.
- Be responsible for meeting box office/cafe and partnerships/fundraising targets across the full range of the IFI's activities.
- Champion audience development and engagement.
- Work with staff across the organisation to ensure that an excellent customer service experience is delivered on a consistent basis.
- Support new sponsorships and funding in support of the IFI and its various activities.
- Develop productive relationships with external partners in the public and private sector and effectively manage these relationships and partnerships.
- Manage the brand, image and profile of the IFI and shape how the organisation communicates at all levels.
- Ensure that the IFI's objectives and activities are communicated effectively to the public and key stakeholders.
- Directly manage key personnel.
- Drive all sales related functions in the Box Office and IFI Cafe Bar, encouraging cross-selling and up-selling of all schemes and offers.

Our ideal Candidate has:

- 5+ years' experience working at a senior level in marketing and publicity in-house or in-agency, preferably in the area of cinema, film or the arts, or the cultural or creative industries, or adjacent sectors where marketing and publicity experience is transferable.
- A proven track record in developing, securing and maintaining strong relationships with a variety of partners such as sponsors, in-kind supporters, government agencies, embassies, donors or trusts/foundations.
- A truly genuine passion for film and cinema and a strong desire to be part of the Irish film and cinema industry.

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- A positive, collegiate and collaborative approach to working with colleagues, and demonstrable experience managing team members.
- Exemplary communication skills, both spoken and written.
- A strong understanding of marketing strategy, how to connect with diverse audiences, the opportunities that different marketing channels provide, some media buying experience, and the creativity and acumen to devise and implement high impact, results-focused marketing campaigns across traditional and digital mediums.
- A passion for digital and social marketing and engagement, with demonstrable experience in implementing, managing and analysing both earned and paid social and digital campaigns, and a creative approach to content development.
- An excellent understanding of the Irish media landscape, an evolving database of personal media contacts and the ability to demonstrate successful pitching and delivery of media coverage.
- Solid experience in project planning and budget management.
- Exceptional organisational skills, time management and multi-tasking abilities, with a keen eye for detail, as well as excellent computer skills in a variety of packages.
- Flexibility to work in a busy and dynamic environment, that will at times include events and activities outside of the usual working hours.
- Both the vision and initiative to make great things happen, and a willingness to learn and grow.

Benefits:

Hybrid Working
 Additional Annual Leave
 Enhanced Sick Pay
 Pension scheme
 Upskilling Opportunities
 Bike to Work Scheme
 Complimentary IFI Cinema Tickets
 IFI Café Bar and IFI Film Shop Discounts
 Extensive Neighbourhood Discounts
 Regular Social Events

How to apply:

Please email Fiona Foley, HR Manager on FFoley@irishfilm.ie with the following items:

- A current CV.
- A cover letter outlining why you are the best candidate for the role.
- An example of one marketing and/or publicity campaign that you devised and implemented.

Applications are now open and will **close at 6pm on Friday May 23, 2025**. All applications will be treated as strictly confidential. The IFI is an Equal Opportunities Employer, and we welcome applications from all communities. Should you require assistance in any part of your application process, please do not hesitate to get in touch, and all reasonable efforts will be made to facilitate your application journey.

This role is a full-time, two-year fixed term contract and applicants must have full Irish working authorisation.