

# Marketing Assistant

## Overview of IFI

The Irish Film Institute is Ireland's national cultural institution for film. At the IFI's historic home in Eustace Street, Temple Bar, our diverse audiences and loyal members enjoy our 3 cinemas, IFI Irish Film Archive's research and access facilities, IFI Film Shop and IFI Café Bar, and our four digital streaming platforms: IFI@Home; IFI Archive Player; IFI@Schools; IFI International.

The IFI has developed strategic objectives around five core activities:

- **EXHIBIT** - Providing audiences throughout Ireland with access to the finest independent, Irish and international cinema
- **PRESERVE** - Preserving and promoting Ireland's moving image heritage through the IFI Irish Film Archive
- **EDUCATE** - Providing opportunities for audiences of all ages and backgrounds to learn and critically engage with film through IFI Education
- **INNOVATE** - Using new and emerging technologies to enhance audience engagement, operations and processes, while exploring opportunities for expansion
- **PEOPLE** - Always considering audiences, artists and IFI staff as the triad at the heart of all decision-making regarding what we do and how we do it.

## Role overview

- This role is a Fixed Term contract role ending in April 2026.
- The starting salary for this role is at Level 1 of our Assistant salary scale €27,378. Progression to higher levels is based on performance as outlined in our competency framework
- Other Benefits: Hybrid and flexible working options, 24 days annual leave, bike to work scheme, enhanced sick pay, film store & Cafe Bar discount, local business discounts, free cinema tickets, pension after 12 months.

## Overview of Job Description

The IFI is seeking to appoint a Marketing Assistant who is passionate about film and eager to share the IFI's diverse offering with audiences creatively. This will cover work across the IFI

Monthly Programme. It will also include digital content creation including newsletters, Letterboxd content, social posts, and videos on programming, interviews, and season and festival trailers. The role includes coordination between external partners including printers, mailing houses and distributors. The incumbent will report directly to the Marketing and Publicity Manager and will be responsible for the effective coordination of assets, design, print and postage of printed and digital materials.

**Responsibilities will include the following key areas:**

- Coordination of copy, images, and film info for each monthly brochure event or new release.
- Proofing evolving editions of programmes, flyers and festival collateral in assistance of the Press and Marketing Officer.
- Working closely with programme designers, printers and other IFI departments, tracking timelines and delivery of materials.
- Postage of printed brochures, collating mailing lists, updating CRM.
- Generation of season/festival trailers and organic video content to promote the IFI.
- Management of social media posts and schedules in assistance of the Digital Marketing Officer, particularly the IFI Café Bar Instagram account.
- Outreach to relevant groups and partners for cross-promotion of programming.
- Creation of newsletters and management of targeted newsletter strategy .

**Specific Duties**

- Liaise with all relevant IFI departments on the timely delivery of programme assets.
- Collate and proof programme copy in line with the IFI style guide.
- Update trackers as copy, images, trailers and film classifications are delivered.
- Track deliverables and ensure timelines are reached cross-departmentally each month.
- Circulate programme assets to external design teams in a timely manner, communicating vision for completed materials in a succinct and clear way.
- Communicate with printing and mailing companies on timely delivery of materials directly to the IFI, brochure distribution, and member mail outs.
- Assist with coordination of materials for in-house design including season and festival social graphics, tracking signage, poster spaces, and digital screens.
- Source and resize portrait posters for IFI releases and special events to display across Now Showing screen displays.
- Covering special events and festivals for socials as required.

**The ideal Candidate should have the following skills and experience:**

- Prior professional Marketing experience.
- Social media management expertise and experience with systems such as Sprout Social.
- Prior video editing experience with a passion for short-form content creation with TikTok and Instagram Reels.
- Have strong organisational skills, with a focus on updating databases.
- Have strong interpersonal skills, with effective written and verbal communication.
- Be target driven, proactive and deadline-aware across multiple projects.
- Have an eye for design and how this feeds into proofing printed materials and creating marketing assets such as social graphics.
- Be content-driven with a love of digital and an interest in innovative approaches to marketing platforms and posts.
- Have an ability to work in a busy work environment with strong time management.
- Have excellent Microsoft Excel skills.
- Be familiar with video editing software such as CapCut and Adobe Premiere Pro
- Be analytical in project planning and reporting

The above duties are a guide to the responsibilities of the IFI Marketing Assistant role. They are neither definitive nor restrictive. The post-holder may be required to undertake other duties in line with the requirements of the post.

### **Application Process**

Please email Sorcha FitzGerald on [sfitzgerald@irishfilm.ie](mailto:sfitzgerald@irishfilm.ie) with the following:

- A current CV.
- A cover letter outlining why you are the best candidate for the role.
- A video of up to 1 min 30 seconds long promoting a recent IFI season (such as [Abbas Kiarostami](#), [Between Heaven and Hell: The Films of Ingmar Bergman](#), [The Films of David Lean](#), [Dietrich x Garbo](#), and [Jane Arden: A New Communion](#))

Applications are now open and will **close at 6pm on Friday September 5, 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.