

**The Helix  
Marketing Manager: Job Description**

<p><b>Job Title: Marketing Manager</b>                      <b>2 year contract</b></p> <p><b>Salary: €40,000</b></p> <p><b>Reporting To: Director</b></p> <p>The Marketing Manager will create, implement and nurture the overall strategy for developing and maintaining the Helix's audience through effective use of all appropriate media. S/he will be responsible, through the Marketing and Box Office sections, for maximising the earned income through ticket sales.</p>	
<b>Key Accountabilities</b>	<b>Deliverables</b>
To lead the Helix Marketing Team	The effective management of the Marketing Assistant in meeting the aims of the Marketing Department.
To manage the Marketing Department Budget	Delivery of all marketing activity within agreed budget Direction of marketing staff where budgets are devolved
To manage all aspects of print production, receipt and distribution	The production of cost effective high quality brochures, programmes and other printed materials
To manage overall media relations for The Helix	The achievement of frequent, timely and positive media coverage for The Helix and it's programme across all available media
To create a highly effective relationship between the Helix Marketing and Box Office Departments	Achievement of a positive working relationship with the Box Office Manager  Timely briefing of box office on marketing campaigns and strategies
To manage and effectively use the Helix database as a primary marketing tool	A close working relationship with the Box Office Manager in directing the collection of data at the point of sale using the Databox system  To direct and manage the capture, selection, storage, profiling and

	analysis of all data from the box office computer system.
To manage and direct audience development	The creation and management of membership, frequent flyer, subscription and similar schemes in order to encourage repeat business  Effective targeting of new prospective markets
To manage and direct all paid advertising	The delivery of a cost effective and appropriate annual advertising strategy within the agreed budget
To manage all online activities for The Helix using both internal staff and external contractors	The creation and maintenance of an up to date, effective and class leading website  A significant year on year increase in usage of the online booking facility  The effective use of e flyers, e marketing, text campaigns, partnership programmes and related activities
To represent The Helix at public functions as required	Attendance at opening nights, press launches, trade shows, public meetings and similar events
To maintain a positive and beneficial relationship with the wider DCU campus	Maximisation of any marketing opportunities available on the DCU campus  Effective co-operation with DCU staff on any projects of mutual benefit
To act as part of the Helix Senior Management Team	Attendance at Senior Management Meetings and contribution to overall policy development

**The Helix**  
**Marketing Manager: Person Specification**

<b>Job Title: Marketing Manager</b>	
<b>Reporting To: Director</b>	
<b>Work Competencies / Skills</b>	Strong IT skills Knowledge of Databox system desirable
<b>Behavioural Competencies</b>	Team building and leadership Flexibility Multi tasking Organisational skills Creative flair
<b>Qualifications</b>	Primary Degree Marketing degree desirable
<b>Training</b>	Marketing, database management and press training desirable
<b>Experience</b>	Minimum of three years managing staff desirable Experience in arts, music, entertainment or similar background desirable

Salary: c. €40,000

Closing date: 11 June 2004