

Digital Marketing Executive

West Cork Music is an arts organisation in Bantry, County Cork which runs three high profile summer festivals – the West Cork Chamber Music Festival, the West Cork Literary Festival and Masters of Tradition. It is now recruiting a self-employed, freelance digital marketing professional to develop and manage the festivals' digital marketing strategy.

Responsibilities include:

- Development, implementation and tracking of West Cork Music's digital marketing strategy to maximise audience engagement and ticket sales
- Research, planning and drafting of engaging content for all of WCM's social media channels including Facebook, Twitter and Instagram in advance of and during the festivals.
- Work with Marketing Manager to build digital advertising strategy within Festival budget
- Management of digital advertising campaign including Facebook, Instagram and Google Ads
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Essential:

- Minimum 2 years of experience in a digital marketing role
- Strong understanding of digital advertising, digital audience development and Google Ads
- Experience with performance analytics and reporting
- Strong copywriting & communication skills
- Availability to attend the three festivals
- Self-motivated and highly organised
- Full driving licence

Desirable:

- Experience of arts festivals as an employee or volunteer
- An understanding and working knowledge of the arts & culture sectors
- Classical music and/or literary background

The successful candidate will report to the Marketing Manager of West Cork Music.

Location – Remote but it will be necessary to be based in Bantry during the West Cork Chamber Music Festival (24 June – 3 July), West Cork Literary Festival (8 – 15 July) and Masters of Tradition (24 – 28 August)

This is a fixed term role, on a freelance basis, concluding in August 2022. A fee of €10,000 is available. During the festivals, accommodation will be provided.

Closing date for applications will be midnight Friday 4 February. Short-listed applicants will be interviewed within a week with a view to starting by Monday 14 February.