



Dublin Dance Festival Internship Opportunity - Marketing Assistant

Duration: 6 months starting week 2 in January

Time Commitment: 2-3 days per week January - March, fulltime April - May with regular evening work during the Festival (17 - 28 May), and 2 days a week in June.

Description:

This role would suit someone interested in festivals and the arts who aims to pursue a career in communications within the cultural sector. This internship will give practical experience of planning and implementing a marketing and communications campaign. The successful applicant will work closely with and report to the Marketing Manager, and will assist in all aspects of the marketing campaign. The Marketing Assistant will liaise with venue and programme partners, participating artists, suppliers and other stakeholders in the Festival. Duties include but are not limited to:

- Assisting with DDF advertising and promotional campaigns
- Assisting with production of marketing materials
- Content creation on the Festival's online channels (website, social media, e-newsletters)
- Research and collation of high quality marketing content from Festival artists to support the marketing and PR campaign
- Assisting with special events such as the launch, receptions and Festival Friends events
- Collating invite lists and maintaining the audience database
- Coordinating distribution of the Festival's promotional materials
- Coordinating the production of Festival show programmes
- Audience survey analysis
- Proof reading
- Other administrative and project based duties as required

Person Specification:

- A degree in marketing / PR, or previous work experience in this or a related area
- Excellent communication and interpersonal skills
- Fluency in English (both written and oral) with excellent attention to detail
- Experience with social media, email and online marketing
- Computer literacy and knowledge of Microsoft Office packages
- Ability to complete tasks as directed but also take initiative and work independently
- Ability to work well as part of a team in a busy office environment
- Excellent time management and organisational skills
- An enthusiastic and flexible attitude
- Strong interest in and knowledge of arts/ festivals / events in Ireland

Terms & Conditions:

- The position is unpaid but a nominal allowance for daily expenses is provided
- In addition, a small honorarium is paid upon successful completion of the internship
- Normal working hours are 10am to 6pm, Monday - Friday but flexibility will be required outside of these hours. In the lead up to and during the Festival there will be off-site work
- You will be invited to identify key learning objectives/ skills which you wish to obtain through the internship. You will be supported throughout your internship by the Marketing Manager and the wider Festival team.