



JOB DESCRIPTION

ROLE: Marketing and Events Officer
CONTRACT: Fixed Term (*Maternity leave cover*)
REPORTING TO: Cathedral Administrator

Saint Patrick's Cathedral has been at the centre of our history and culture for over 800 years. Dating from the 13th Century and built in honour of Ireland's patron saint, Saint Patrick's is the national Cathedral of the Church of Ireland and is also one of Ireland's most popular tourist attractions. With over 450,000 visitors each year it is the third most visited admission-charging tourist attraction in Dublin city.

Saint Patrick's Cathedral wishes to recruit a Marketing and Events Officer to join its team and grow the profile of the Cathedral to the domestic and overseas audience. The specific areas of responsibility are to assist in all aspects of marketing of Saint Patrick's Cathedral and to increase visitor numbers. The successful candidate will liaise on a daily basis with a wide range of stakeholders including customers, colleagues, suppliers and partner organizations. Reporting to the Administrator they will work closely with the various departmental heads.

Attributes & Skills

It is necessary for the candidate to have and be able to demonstrate the following:

- 3-5 years' work experience within a marketing or tourism function
- Excellent verbal and written communication
- Good social media knowledge
- Confident presentation skills
- Strong computer skills – Word, Excel, PowerPoint
- Knowledge of Content Management Systems to manage website presence
- Third Level Qualification

Marketing Function

- Be custodian of Saint Patrick's Cathedral image to ensure a consistent look and feel across all communications
- Devise and implement an annual marketing plan
- Manage annual marketing budget
- Work with Cathedral management to create campaigns for tourism, education and music
- Work closely with design agencies
- Update brochures and marketing collateral
- Update website content and drive online traffic
- Ensure high standards of on-site signage
- Carry out social media campaigns and e-marketing initiatives
- Grow and manage Cathedral databases
- Work with the Music Director to promote concerts events at the Cathedral
- Work with the Education Officer to promote Cathedral visits to the schools' sector
- Work with Development Officer



- Promote the Cathedral as an evening venue for (corporate) events and oversee the organisation and delivery of these

Tourism Function

- Increase market share for the Cathedral of overseas visitors to Ireland
- Raise awareness of Cathedral as a visitor experience with the domestic market
- Work closely, and develop relations, with key tourism industry stakeholders
- Represent the Cathedral at tourism events, functions & seminars
- Carry out sales presentations to tourism trade partners
- Work with tourism partners to increase visitor footfall i.e. Fáilte Ireland, Tourism Ireland Hotels, B&Bs, Tour Operators, City Bus Tours, Cruise Liners, Dublin Convention Bureau
- Monitor and analyse visitor footfall
- Identify new markets and opportunities for Saint Patrick's Cathedral
- With Management, develop the tourism product and visitor experience
- Monitor visitor satisfaction and identify any issues

Please apply with covering letter and CV to saintpatrickscareers@gmail.com by or before close of business on Monday 31st July 2017.