

We're Hiring! Marketing & Communications Officer (Part-Time)

The Linenhall is one of Ireland's oldest arts centres and a vibrant, cultural hub in the heart of Castlebar, County Mayo. We are passionate about connecting communities, sparking creativity and celebrating culture. We believe the arts have the power to make people feel affirmed, valued, and healthy - and we're looking for someone to help us drive this mission in the coming years.

We are currently looking to appoint a dynamic and enthusiastic Marketing & Communications Officer to join our friendly, creative team. This is an opportunity to play a key role in shaping the future of the Linenhall as we deliver on our new Strategy 2025-2030, and to help us reach and engage new audiences across the county and beyond.

The Marketing & Communications Officer role will ideally commence January 2026 and will report to the Executive Director.

This is a vital role within the organisation and the Marketing & Communications Officer will work alongside the co-Directors on the overall management and development of: our internal and external relationships with partners and stakeholders; our five-year strategy; our marketing campaigns across a varied programme of events. Key to the role is providing strong leadership and management across all marketing, partnerships and audience development activities for the organisation, creating and executing a cohesive marketing and communications plan that will deliver the priorities of the Linenhall Strategy 2025-2030.

The Marketing & Communications Officer supports the Directors in the overall development of the organisation, the implementation of its programmes, and the organisation's relationship with audiences, artists, the Arts Council, other arts organisations, audience, government departments, and other cultural agencies.

This is a hands-on role that requires exceptionally strong personal and organisational skills, a friendly and welcoming manner and excellent communication skills.

Hours are 20 hours per week and can vary depending on the time of the year and/or requirements of the role. Attendance may be required at evening performances and events as part of the working week along with occasional weekend work. A good degree of flexibility is required.

This is a fixed-term 6-month role with the goal of extending to a permanent contract.

Salary: €20,000 (pro rata). In addition to salary, the Linenhall offers: competitive annual leave; access to our high-quality events and engagements; ongoing training and upskilling; and flexible working hours.

We intend for interviews to take place W/C Mon 1 Dec 2025.

Please email a cover letter and current CV to Bernadette Greenan at director@thelinenhall.com by Fri 21 Nov 2025 at 5pm. Queries can be made to Bernadette Greenan via director@thelinenhall.com or 094 9023733.

Description:

This is a hands-on, creative role suited to an experienced marketing professional with a strong interest in the arts. The successful candidate will be responsible for planning and executing campaigns, producing engaging content, and maintaining the Linenhall's high standards across print and digital platforms. They will work closely with artists, partners, funders, and the public, representing the organisation with professionalism and warmth. The role requires someone who can think strategically, communicate effectively, and manage multiple priorities in a dynamic, arts-focused environment.

Main Duties & Responsibilities

Please note: The following duties and responsibilities constitute a working document and may be reviewed and refined in collaboration with the successful candidate during the first six months of employment.

1. Relationship Management (building and maintaining connections)

Local Income Generation & Partnerships

- Develop fundraising initiatives, rebuild donors and friends of the Linenhall.

Press & Public Relations

- Write/distribute press releases, manage PR, build strong media relationships, track coverage.

Schools & Community Marketing

- Create tailored materials for schools, maintain contact lists, support the Arts Access Officer in deepening engagement with schools and community groups.

2. Long-term Planning (strategic, future-focused work)

Communications Strategy & Branding

- Lead planning, delivery, and review of the communications strategy.
- Ensure all messaging is consistent with brand identity.

Marketing & Ticket Sales Growth

- Develop targeted campaigns to increase sales, focus on repeat buyers, and loyalty initiatives.
- Monitor and analyse sales data to measure effectiveness.

Website Management

- Improve traffic and engagement.
- Provide analytics reports for funders.

Local Income Generation & Partnerships (strategic side)

- Develop annual local income strategy with clear targets.

3. Day-to-Day Tasks (regular operational activity)

Social Media Management

- Daily Instagram & Facebook posts, monitor analytics, grow engagement.

Newsletter & Email Marketing

- Produce and distribute weekly newsletter, grow mailing list, track engagement.

Website Management (operational side)

- Keep content up to date.

Communities where everyone
can connect and create

094 9023733
director@thelinenhall.com

Print & Promotional Materials

- Manage design, production, distribution, and costs of printed materials.

Press/Advertising

- Deliver weekly PR locally and nationally (when needed)
- Liaise with local press as required

Desirable Knowledge & Skills

Experience & Knowledge

- Minimum 3 years' experience in communications, marketing, or a related field.
- Enthusiasm and appreciation for the contemporary arts.
- Understanding of PR processes and press engagement.
- Familiarity with website content management systems and basic SEO.
- Experience with email marketing platforms (e.g., Mailchimp, Ticketsolve etc).
- Knowledge of Ticketsolve or similar box office systems (desirable).
- A high level of computer literacy and knowledge of all Microsoft Office packages.
- An understanding of the Linenhall, its 5-year strategy, its origins, development, and its place in the arts ecology of Mayo and Ireland.

Skills & Abilities

- Excellent copy writing, editing, proofreading and content creation skills.
- Proficiency in managing social media platforms and engagement strategies.
- Ability to analyse data and use insights to inform strategy.
- Strong organisational and time-management skills; able to manage multiple tasks and deadlines.
- Creative mindset with attention to detail and visual presentation.
- Strong problem-solving skills with a high degree of initiative.
- Ability to work independently and under pressure.
- Experience of managing relationships with internal and external stakeholders.
- Good team player and excellent timekeeper.

Personal Qualities

- Highly self-motivated with excellent eye for detail.
- Proactive, flexible, and enthusiastic about audience engagement and growth.
- Willingness to work irregular and flexible hours (including evenings/weekends as required).
- Friendly, approachable, and collaborative manner.