

Marketing and Communications Co-Ordinator for the Irish Writers Centre

10 June 2025

ABOUT THE ROLE

JOB TITLE: Marketing and Communications Co-Ordinator

CONTRACT: Full time, permanent, with six-month probation period.

SALARY: €36k p.a.

REPORTING TO: Chief Executive Officer (CEO) with Deputy CEO as line manager

LOCATION: Location: Irish Writers Centre, 19 Parnell Square, Dublin 1, D01 E102. Please note the post-holder will need to be Dublin-based to carry out the duties of this position.

ABOUT THE IRISH WRITERS CENTRE

Founded in 1991, the Irish Writers Centre is Ireland's leading resource and development organisation for writers. Our vision is to support the life of the writer as they illuminate our lives with their ideas and words.

Our creative writing Academy delivers a year-round programme of 150+ creative writing courses, masterclasses and seminars, online and in person. In addition, we run a National Mentoring Programme and administer a range of development opportunities for writers including residencies, competitions and bursaries.

We operate on an all-island basis and are a membership organisation and a registered charity.

MARKETING AND COMMUNICATIONS CO-ORDINATOR

Role summary

The Marketing and Communications Coordinator will work closely with the CEO to deliver and coordinate high-quality marketing and communications content and campaigns for the organisation. They will play a vital role in supporting our 2025/2026 Growth Plan to deliver on the 2022-26 Strategy as well as contributing to the development of the next 5-year strategy.

The role will be key in ensuring excellence in communication, promotion and brand awareness. The Marketing and Communications Coordinator will work closely with our Programming Department to ensure all promotional content for our annual calendar of programmes and events is effective and disseminated widely.

As well as strong communication, administrative and organisational skills, this role requires empathy and understanding of the needs of the professional, emerging and beginner writers.

A collaborative approach is also required to those individuals, stakeholders and organisations that are supported by the Irish Writers Centre including Board of Directors, Funders, Cultural Partners, Media.

As a member of a small hard-working team the position is a key ambassadorial role for the Irish Writers Centre

The Marketing and Communications Co-ordinator reports to the CEO with Deputy CEO as line manager.

The role offers the right candidate the opportunity to significantly grow our communications expertise.

Duties and Responsibilities:

General Marketing

- Strategically manage all internal and external communications ensuring delivery to excellent standards and deadlines.
- Create and deliver imaginative, effective ongoing marketing, PR and publicity campaigns for all programmes and across our calendar of events. Working with PR Agent in drafting publicity materials and managing press relations and opportunities.
- Continue to evolve and develop a distinctive look, feel and tone of voice for the Irish Writers Centre including maintaining branding and visual identity guidelines across all platforms.
- Be responsible for all website content (including acting as key point of contact with technology partner), ensuring content is dynamic, accurate, up to date and consistent with brand persona.
- Drafting and proofreading of all communications, both traditional and digital including website and social media content, e-newsletter, targeted mailings including membership communications, collaterals, print campaigns, news items/blog posts, invitations and stakeholder communications.
- Manage the various marketing databases (press, members, stakeholders, funders etc)
- Execute timely, innovative and engaging social media content across all platforms, including Facebook, Twitter, Instagram, LinkedIn and grow our digital community. Manage social media budget.

- Prepare quarterly communications reports for internal (staff & board) and external distribution (funders and other relevant supporters) as required.
- Help refine and build on evaluative methods currently in place
- Provide input into communications around all grant applications.
- Work with the Irish Writers Centre team to identify and create new opportunities to grow our franchise and engagement with the all island writing and reading communities.
- Help produce bi-annual survey of writers exploring their evolving needs as it pertains to Irish Writers Centre as flagship development and support centre.
- Working with CEO, create a new loyalty upsell marketing communications campaign across all customer and alumni bases.
- Working with CEO and external agency on the development of sponsorships, fundraising initiatives

WHO WE ARE LOOKING FOR:

The successful candidate will have:

- A proven ability to develop and implement effective marketing and communications strategies.
- Excellent communication, writing and IT skills (with a high level proficiency in Microsoft Word, Excel, PowerPoint, WordPress, Illustrator, Photoshop, CANVA and familiarity with Eventbrite)
- An outstanding command of English, both written and verbal
- Three to five years' experience in a communications or marketing role, preferably with experience in the cultural arts, communications or media.
- The ability to manage a demanding workload across multiple projects in a professional and confident manner.
- The ability to work collaboratively with a small team in order to meet organisational objectives.
- Strong interpersonal skills together with the ability to integrate with team and all external writers, readers and stakeholders
- The ability to work autonomously and effectively manage your own area of work
- As a member of a small hard-working team the post-holder must be willing and able to work flexibly.

TERMS AND CONDITIONS:

The normal place of work will be in person at the Irish Writers Centre, 19 Parnell Square, Dublin 1.

The role is full time Monday to Friday. Normal hours of work will be between 9.30am and 5.30pm, however, due to the nature of the role the post holder will be required to work some evenings and weekends in order to fulfil the role successfully. Time off in lieu will be given for hours worked outside of the normal schedule.

The normal hours of work will be 35 hours per week. The working day will comprise of an 8 hour shift with one hour for lunch, or equivalent. The salary is paid in arrears by bank transfer on a monthly basis.

Irish Writers Centre is committed to ensuring that equality and diversity are at the heart of what we do and actively welcome applications from all sections of the community.

The Irish Writers Centre, is currently housed in 19 Parnell Square, Dublin 1 which is a Georgian building and is not suitable for those with mobility impairments.

The Application Process

The application will comprise of:

- A cover letter which concisely outlines the key skills and qualities which you will bring to the role of Marketing and Communications Co-Ordinator relating how your experience has prepared you for the key challenges of this role and how your skills and experience will enhance the IWC's ambitions as the national flagship organisation for writers
- A Curriculum Vitae, including the names and contact details of two referees (email and mobile number. Referees will only be contacted in the case of final shortlisted candidates.)

Applications, by email only, should be submitted to the attention of Teerth Chung, Deputy CEO at management@irishwriterscentre.ie with **Application for Marketing and Communications Co-Ordinator** in the subject line. *It is essential that both of the above stated documents are collated into a single word or pdf attachment.*

Deadline for applications is **Sunday 6 July 2025**. (Late applications not accepted.)

Interviews for this position will take place in person on **Monday 21 and Tuesday 22 July**. Applicants selected for interview will be expected to be available on these dates.

Selection

Interview candidates will be selected on the basis of their suitability for the role, in line with the stated criteria above.

The Irish Writers Centre is registered with the Charities Regulatory Authority in the Republic of Ireland. Our Charity Registration number is CHY 19738. Our registered address is: Irish Writers Centre, 19 Parnell Square, Dublin 1, D01 E102.