

**Job Title: Marketing and Public Relations Manager**

Job Summary: The Marketing and Public Relations Manager at CelticMKE is responsible for developing and executing comprehensive marketing, public relations strategies. This role focuses on enhancing CelticMKE's mission, industry positioning, and brand reputation. The manager will oversee various marketing initiatives to effectively promote CelticMKE and its entities, ensuring alignment with organizational objectives and enhancing engagement with key stakeholders.

Responsibilities:**Marketing**

Formulate and implement strategies for marketing, social media, content, and public relations to align with organizational goals.

- Provide oversight and creative direction for marketing agency's full scope of work including but not limited to initiatives and campaigns, video production, media relations, and print production, ensuring alignment with brand guidelines and messaging.
- Manage the RFP process for hiring agencies, including evaluating proposals and selecting suitable partners.
- Generate dynamic social media content and stories that cultivate an engaged online community
- Oversee web and social data analysis, reporting, and optimization to drive continuous improvement. Generate KPIs to meet and achieve business goals.
- Manage web content and collaborate with website providers to ensure alignment with industry standards and user experience best practices.
- Coordinate the input of festival schedules into website and app platforms, ensuring accuracy and timeliness.
- Collaborate with app development partners to ensure the festival app meets design and functionality requirements, including content input and management.
- Manage multiple projects, deadlines, and marketing assets effectively.
- Work with the Volunteer and Community Engagement staff to develop and manage partnerships, collaborations, and activations, including event promotions and ticket management.
- Manage the marketing and public relations budget and ensure efficient allocation of resources, including agency fees and advertising expenses.



- Create and curate digital and printed collateral and content for the organization's website, social media channels, and email newsletters.
- Create graphics for digital advertising, promotions, events, and newsletters maintaining visual consistency with the organization's brand.

Branding

- Serve as the chief brand representative, ensuring consistent communication of the organization's image and position to internal and external stakeholders.
- Maintain brand consistency across all materials and platforms, including collateral, digital assets, presentations, sponsorship proposals, and partnerships.

Public Relations

- Write and distribute news releases, articles, and talking points for media and advertising partners for year-round events.
- Complete media interviews, including, but not limited to television, radio, and written publications.
- Expand and maintain relationships with regional and international media outlets. Regularly update the media database.

Other

- Work with the Festival Director and Programming Manager to prepare for event ticket on-sales, following through with ticket sales reports related to marketing efforts.
- Stay abreast of market trends and conduct regular market research to identify opportunities for organizational growth and brand enhancement.

Qualifications:

- Bachelor's degree in Marketing, Public Relations, Communications, or a related field.
- Proven experience in marketing, public relations, and brand management, preferably in the non-profit, entertainment or cultural events industry.
- Strong project management skills with the ability to handle multiple tasks and deadlines.
- Excellent written and verbal communication skills, with the ability to craft compelling messages and content.
- Proficiency in graphic design software, social media management tools, and web analytics platforms.
- Knowledge of industry-standard software and platforms for marketing and web management.
- Creative thinking and problem-solving abilities, with a passion for promoting cultural events and initiatives.



- Ability to work effectively in a team environment and collaborate with internal and external stakeholders.
- Familiarity with Irish culture and music is preferred, but not required.