

# Digital Marketing Assistant

*Hawk's Well Theatre, Art Deco Theatre Ballymote & Temple Street Studio*

*30 hours | Salary: Grade 3.1 (0.75 FTE)*

## About Hawk's Well Theatre

Hawk's Well Theatre is Sligo's leading venue for the performing arts, presenting a year-round programme of theatre, music, dance, comedy, family shows and community events. The organisation also operates Art Deco Ballymote, a vibrant venue offering cinema, live events and seasonal experiences. We are a registered charity committed to making the arts accessible to everyone in the North West, and we are supported by the Arts Council and Sligo County Council.

## About the Role

We are looking for an experienced and proactive Digital Marketing Assistant to join our team. You will manage our social media channels day to day, plan and run paid campaigns, and use data to grow our audiences and drive ticket sales.

You will work across two well-established, high-engagement accounts (Instagram and Facebook) and one smaller channel, with a combined following of 31.5k. This role suits someone with hands-on experience who can work independently, take ownership of their work and bring fresh ideas.

The role reports to the Marketing Manager.

## Key Responsibilities

- Plan, create and publish engaging content across Instagram, Facebook and other platforms in line with our programme and brand guidelines, with a strong focus on Reels and short-form video;
- Manage day-to-day community engagement, including comments, messages and audience interaction;
- Plan, launch and manage paid social media campaigns in Meta Ads Manager, including targeting, budget management, A/B testing and optimisation;
- Track and analyse performance using Meta Business Suite, Google Analytics 4 and UTM tracking, connecting social media activity to ticket sales through conversion tracking and attribution;

- Prepare regular performance reports and use insights to improve results;
- Develop content plans and calendars in collaboration with the Design and Development Officer;
- Make sure all digital content is accessible, including alt text, captions on video and inclusive language;
- Capture photo and video content at events and performances;
- Monitor social media trends and identify new opportunities to reach audiences;
- Support wider marketing activities as needed;

## Who We Are Looking For

### Essential Requirements

- Minimum 2 years' proven experience managing social media accounts for a business or organisation
- Demonstrable experience planning and running paid social media campaigns, including budget management and A/B testing
- Hands-on experience with Meta Business Suite, Meta Ads Manager and Google Analytics 4
- Strong analytical skills, with the ability to track conversions and turn data into action
- Ability to create high-quality content for social media, including short-form video, graphics and copywriting
- Understanding of accessibility best practice for digital content
- Excellent written English and a strong sense of tone and storytelling
- Proactive and self-motivated, with strong organisational and time-management skills
- Ability to manage multiple projects and deadlines at once
- Right to work in Ireland

### Desirable

- Experience managing a YouTube channel
- Experience creating content for TikTok
- Email marketing experience (e.g. Mailchimp)
- A portfolio of social media work
- Experience with Canva, Adobe Creative Suite, Edits, CapCut or similar tools
- Experience in the arts, culture, entertainment or events sector

## Terms & Conditions

**Reports to:** Marketing and Development Manager.

**Hours:** 30 hours

**Salary:** Grade 3.1 (0.75 FTE)

**Location:** Hawk's Well Theatre (Sligo)

## How to apply

To apply, please send your **CV** and a **short cover letter** outlining your suitability for the role to **admin@hawkswell.ie** by **6th November, 5pm**, quoting "Digital Marketing Assistant" in the subject line.

*Hawk's Well Theatre is committed to equality, diversity, inclusion and safeguarding. We welcome applications from individuals of all backgrounds and communities.*