



**Role: Digital Marketing Assistant**

**Salary Range: €28,000-30,000**

Light House Group run the Light House in Dublin and Pálás in Galway bringing audiences an eclectic mix of the best new Irish and international films along with classics, foreign language, animated films, documentaries, special events & festivals. Light House Group head office is based in Dublin City Centre.

We are looking for a Digital Marketing Assistant to join our head office team. This is an exciting role amongst the cinema marketing and programming team. The ideal candidate would have experience and knowledge in managing digital campaigns across platforms with love of film and pop culture. They should be used to working in a fast-paced and exciting environment, able to take on day to day social media management and reporting as well as email marketing. We are looking for someone who is energetic, adaptable, and ready to learn quickly with a self-motivated hands-on approach and ability to work effectively as part of a team.

**The ideal candidate should have the following:**

- Proven track record in social media management
- A clear understanding of our brand and film landscape
- Excellent communication skills
- Attention to detail, organised and punctual
- Great time management as you will need to coordinate multiple projects at once
- An interest and knowledge of film and pop culture
- Experience of Adobe Creative Suite would be beneficial but not essential

**Key responsibilities:**

- Manage multiple social media platforms in line with the brand values
- Work as part of marketing and programming department to ensure films are being promoted in good time and in the unique online voice of Light House/Palás brands
- Newsletter management
- Co-ordinate key announcements
- Co-ordinate merchandise and ticket competitions across platforms
- Co-ordinate paid digital campaigns
- Online content management
- Work with marketing and programming team to plan specific marketing campaigns
- Compile social media reports for film programming, marketing, and cinemas to support decision making
- Keeping up to date with industry and entertainment news relevant to our audience
- To continually scan the competitive horizon in Ireland and internationally to develop an understanding of best practice and approaches to brand development through social media
- Document and profile in venue special events (premieres, Q&As, parties & festivals) online

**Experience and Education**

- A qualification in multimedia or digital marketing  
and/or
- 1 - 2 years previous experience in similar role

This is a full-time position based in Element Cinemas head office in Dublin City Centre.

Application deadline Friday 5<sup>th</sup> August 2022 with CV applications to be sent to: [aisling@elementpictures.ie](mailto:aisling@elementpictures.ie)