



Opportunity: Marketing Coordinator – Culture Night Offaly 2025

Offaly County Council Arts Office is seeking applications for the role of Marketing/PR Coordinator for Culture Night 2025 - to coordinate Offaly's Culture Night marketing programme in 2025, as part of the national cultural celebration on Friday 19th September 2025.

One award of €2000 is available.

Contract Terms:

- Freelance
- 10 July – 26 September 2025
- Flexible working, with occasional in-person meetings in Offaly

Role Overview:

The Marketing Coordinator will design and implement a dynamic promotional campaign to raise awareness of Culture Night Offaly 2025, which takes place on Friday, 19th September 2025. The role includes social media management, press engagement, visual content creation, and community outreach.

Key Responsibilities:

- Develop and deliver a Culture Night marketing strategy
- Work closely with the Arts Officer Team and Culture Night programme coordinator
- Manage Culture Night Offaly's social media channels
- Write and distribute press releases and promotional content in communication with the Arts Office
- Liaise with venues, artists, and event organisers
- Ensure visibility of events across the county
- Ensure Offaly's programme follows national guidelines on branding etc. and is promoted via uploading of events onto the national website
- Prepare the content for Offaly Culture Night brochure, to include drafting and proofing of programme and working with designer in the delivery of same. (separate budget available for professional graphic designer - Images provided by Culture Night Asset suite)
- Provide regular updates to the Arts Office at agreed points across the project delivery
- Prepare and develop marketing materials for the event (separate marketing fund available), including the organisation and attendance of the Offaly Culture Night promotional launch event
- Actively seek out new audiences for Culture Night, to develop audiences beyond the event itself and generate return visits
- Distribute surveys to all stakeholders to capture feedback on the events

- Be available to attend events on Culture Night
- Collate images of all events taken by organisers and professional photographers and distribute via social media and press lists post event
- Complete a post-event report for submission to the Arts Council.

Person Specification:

- Proven experience in marketing, communications or PR (preferably in the arts)
- Strong writing, editing, and visual storytelling skills
- Ability to work independently, meet deadlines and manage multiple tasks
- Familiarity with Offaly's arts and community landscape is an advantage
- Be flexible and available to work on the project between July and September 2024
- Must be available to work on Culture Night Friday 19th September 2024
- Have access to their own transport to travel around the county
- Hold a current driver's license
- Applicant must hold their own public liability insurance
- Confirmation of a current and valid tax clearance certificate or provide evidence that such a certificate has been applied for

Fee:

- Fixed fee of €2000

How to Apply:

Please email your CV and a brief cover letter (combine into single PDF document) outlining your relevant experience and suitability for the role to arts@offalycoco.ie.

Deadline: 5pm Fri 4th July 2025