



Title: Digital Marketing & Sales Exec
Department: Marketing & Sales Department
Reports to: Marketing & Sales Manager
Contract: Full-time Contract, (Hours mirroring UCH's schedule of Events)
Location: UCH Limerick
Expected Start: Nov 2025

The Digital Marketing and Sales Executive supports the UCH Marketing and Sales team, working with the Marketing & Sales Manager to plan and execute digital campaigns. They manage social media and online activities to engage audiences, boost brand and event awareness, and maintain high customer service standards. The role includes analysing visitor data, developing new marketing strategies, assisting the Box Office with sales calls, and supporting special projects and general marketing duties as needed.

Responsibilities and Duties include but are not limited to:

Digital Strategy Development:

- Create and execute comprehensive digital marketing strategy aligned with overall business goals and calendar of events including, organic and paid social media, google ads, email marketing, plasmas and website.
- Ensure content on digital screens in the foyer are up to date and in line with UCH brand guidelines.
- Explore full functionality of the plasma screens including the use of video/animation to create engaging content.
- Utilize Google Ads Grant for paid advertising opportunities.

Social Media Management:

- Create engaging content for all social media platforms considering key moments throughout the year (eg. Black Friday, Mother's Day, Father's Day) key events (including customer reviews, bts content, artist content)
- Implement paid social media advertising campaigns in line with budgets as agreed with the Marketing & Sales Manager.
- Oversee Limerick Sings digital marketing campaign.
- Support Development Manager with campaign content for Friends of UCH and fundraising events.

Email Marketing:

- Plan and execute email marketing campaigns in line with calendar of events.
- Analyse and segment customer email lists for targeted email marketing campaigns.
- Create automated campaigns to engage lapsed customers, abandoned carts and new potential customers.

Website Management:

- With support of Marketing Manager, collaborate with web development teams to implement any required changes and improvements to uch.ie
- Proactively review UCH website for possible improvements, ensuring images are correct size and liaising with Box Office to ensure copy is correct.

Online Brand Management:

- Monitor online reviews on social media, google reviews and customer survey.
- Respond to customer feedback and address issues proactively. Forward any issues to relevant departments where necessary.

Market Research:

- Stay informed about industry trends, competitor activities, and customer preferences.
- Conduct quarterly market research to identify new opportunities and content ideas.

Relationships:

- Build relationships with local influencers and businesses for possible future collaborations, unlocking support for UCH events.
- Build relationships with UL Social Media officers, UL Voice and UL Student Life for future collaborations and advertising opportunities to the campus community.

Analytics and Reporting:

- Use analytics tools (e.g., Google Analytics) to track and analyse website and campaign performance including ROI
- Benchmark UCH performance against industry standards and formulate KPIs.
- Prepare monthly reports on key performance indicators (KPIs).

Box Office:

- Support Box Office during busy on sale periods as required.

Ad Hoc:

- Support Marketing Department on other ad hoc general marketing duties as needed.

Requirements	Essential / Desirable
• Extensive knowledge and use of popular social media platforms. • Experience creating campaigns and managing social media and digital advertising. • General web proficiency, knowledge of Google Analytics, Google Adwords and Wordpress • Creative copy writing and content creation ability • Excellent communication and interpersonal skills • Excellent attention to detail including proof reading and editing skills • Excellent customer services skills • Ability to work on own initiative and as part of a team • An interest in and understanding of the entertainment industry in Limerick/Ireland	Essential Essential Essential Essential Essential Essential Essential Essential Desirable
IT Skills • Intermediate or above understanding of MS Office packages. • Excellent IT skill in website development and content creation. • Proven ability in collecting and analysing data and in producing reports. • Use of platforms including Mailchimp and Canva. • Experience creating TikTok content	Essential Essential Essential Essential Essential

Personal Attributes	
• Excellent verbal, written, oral and digital communication skills. • Strong visual communication skills with an eye for detail. • A passion for and demonstrated commitment to working in the arts. • A strong work ethic; a good knowledge of people management practice. • Strong organisational and management skills, written and verbal. • The ability to troubleshoot, prioritise and to work under pressure. • Self-motivation and the ability to manage their time effectively and efficiently.	Essential Essential Essential Essential Essential Essential

The position will attract a competitive salary package for the appointed candidate and will reflect their background and experience.

Applicants are invited to send a cover letter setting out their suitability for this position (max 1 page) and CV to:
Marie Healy, Administration Manager, University Concert Hall, University of Limerick.

Please highlight that the position you would like to apply for is that of
Digital Marketing & Sales Exec

Tel: 061 213304 E-Mail: marie.healy@uch.ie

University Concert Hall is an equal opportunities employer.