Freelance Digital Marketing Officer - Dingle Lit book festival

Job vacancy: paid freelance contract

Commitment: 12 days over 2-month period (October/November 2021)

www.dinglelit.ie

Freelance digital marketing officer required for 12 days across October and November to promote the Dingle Literary Festival.

Dingle Lit, 2021 is in its third year and takes place over the weekend of November 19, 20 and 21. We are planning a hybrid live/online festival of author events and online-only writers' workshops. The festival comprises a mixture of events in Irish and in English.

The website and social media will be at the heart of promoting the festival. The successful candidate will take responsibility for online marketing across Twitter, Facebook and Instagram, and produce a weekly email newsletter. The outputs are for eight weeks starting Monday October 4th and running to the week after the festival weekend. The role will involve working closely with the festival Public Relations Officer.

Tasks:

- ✔ Draft a weekly newsletter for approval
- ✔ Create social media assets using imagery and video
- ✔ Schedule daily social media posts on Facebook, Instagram and Twitter

Skills Required:

- Impeccable oral and written communication skills.
- Excellent organisational skills.
- Knowledge of Mailchimp.
- Experience of using the Business Suite on Facebook to create social media posts across Facebook and Instagram.
- Experience of using either Tweetdeck or Hootsuite to schedule posts on Twitter.
- Desirable - fluent Irish speaker and writer

When:

Monday October 4th to week of 29th November.

How to apply

Email: info@dinglelit.ie with CV , cover letter and salary expectation (freelance day rate). Deadline for applications COB August 16.