

<b>Marketing Manager</b>
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**Brief Description of the Role**

Explorium is a new Science Centre in Dublin. We have developed a great product which focusses on science and sport and we need to get our message out to the market. We are looking for an exceptional marketer, someone who innovates and is capable of creating and maintaining a continuous excitement around our brand and our product. This is a superb career opportunity in what will be a high-profile business.

**Specific Responsibilities**

1. Design and implement the advertising and promotion strategy for Explorium.
2. Create product packages that meet and exceed market expectations.
3. Ensure that Explorium is properly positioned in the market and that our audience understands and accepts our values.
4. Implement a dynamic pricing model that ensures our facilities are being used to create maximum revenue at all times.
5. Manage a program that generates detailed customer feedback and has formal systems to act upon it.
6. Develop brand awareness for the Explorium brand particularly through maximising our impact on social media. Create continuous content updates on Facebook, Instagram, Twitter and other social media outlets as appropriate.
7. Drive new product / event / experience development activity. Generate viable new product concepts of at least one per quarter. Each to be fully researched and costed with realistic revenue projections worked through.
8. Manage SEO activity. We need to be easily accessed on-line especially in the Irish market.
9. Liaise with external PR, Advertising and Media outlets. Become an advocate for the business across on-line and broadcast media platforms.
10. Attend industry events and communicate with international peers to ensure that we follow best marketing practice at all times. You will be expected to report to the Board once a year with a full marketing plan for the following year encompassing new ideas and solutions to any issues that have been identified.

**Experience and Qualifications**

You will be an energetic and driven marketing professional and ideally will have worked in the visitor attraction industry, ideally with some experience of Science Centres. You will be an acknowledged expert on the use of Social Media to drive brand recognition, positioning and ultimately sales. For the past 3 years you will have operated at a Senior Level with a record of bringing brands to public attention through the use of social media. In addition you will be able to show an exceptionally responsive attitude to the needs of customers. You will likely have a degree level qualification in Marketing or related discipline.

**Personal Qualities**

Our business will welcome visitors from a broad cross-section of the general public. To do your job effectively will mean a continual informal interaction with our guests. You must be outgoing and enjoy interaction with people while gaining insights useful for our business. Your drive should be for constant improvement and the attainment of 100% customer satisfaction with the Explorium product.

To apply please send your CV and a covering letter to [info@explorium.ie](mailto:info@explorium.ie) by 27<sup>th</sup> April 2018.

