

**Public Affairs & Marketing Director of IFI (Irish Film Institute)**

The IFI is seeking to appoint a new Public Affairs & Marketing Director with the energy and acumen to drive its public affairs and marketing strategies across its core activities: Exhibit, Preserve and Educate.

Key Attributes:

* Proven experience and success in devising and implementing dynamic marketing & communications campaigns.
* A proven track record in customer service management and audience development with measurable results.
* A thorough knowledge of all marketing and PR disciplines.
* Proven results in meeting financial targets including box office and/or fundraising.
* A natural capacity to facilitate productive relationships with external partners in the public and private sector, and experience in servicing funding agencies, sponsors etc.
* Significant arts experience including at least 3 years working at management level.
* A broad knowledge of contemporary culture and film, and the Irish Arts Sector.

For a more complete job description and details of the application process, please visit www.ifi.ie

Closing Date: Monday, 23rd April 2012 at 12 noon.

