

## Sales & Marketing Lead – Museum of Literature Ireland

**Start Date:** Available immediately.

**Salary:** €75,000 FTE equivalent (pro-rata for 3 days per week)

**Contract:** 3 Days per Week | 6-Month Fixed-Term Contract

**Working Hours:** 22.5 hours

**Employer & Location:** Newman House Literary Centre CLG, UCD Naughton Joyce Centre, 86 St Stephen's Green, Dublin 2, Ireland. (Hybrid Flexibility)

**Reports To:** MoLI Director

**Expressions of Interest (with CV) to:** [careers@moli.ie](mailto:careers@moli.ie)

**Application Deadline:** Friday 27th March 2026

### About the Museum of Literature Ireland

A collaboration between UCD and the National Library of Ireland, the Museum of Literature Ireland (MoLI) is a landmark cultural institution in the heart of Ireland's capital city.

Too often, literature is treated as something to admire rather than something to experience - a set of great names and great books separated from the people who read them. Here, Irish writers are voices you meet, worlds you step into, ideas you feel.

Through sound, space, manuscripts, installations and atmospheric spaces, MoLI creates encounters - the moment when a writer's world meets a reader. Because a story lives fully only when it finds its reader, MoLI celebrates that relationship: the spark between the people who write and the people who bring their work alive.

MoLI is a place where people experience the best of Irish writing - personally, vividly, and in ways that stay with them.

The Museum of Literature Ireland (MoLI) is entering a defined growth phase. We have a clear growth strategy and newly articulated brand positioning, with ambitious targets for paid visitor growth. We are seeking a senior Sales & Marketing Lead to come in and drive measurable momentum.

This is not a strategy-writing role. The strategy exists. The focus is execution, impact, and commercial results.

### About the Role

Working three days per week for an initial six-month contract, you will take ownership of accelerating paid visitor growth and increasing MoLI's visibility within Dublin's cultural market.

Your focus will be:

- Increasing paid visitor numbers and admissions revenue
- Securing stronger placement and inclusion within tour operator programmes, trade itineraries and drive awareness with hotels, tourist offices and transport providers
- Improving website clarity and booking conversion

- Delivering 2-3 high-impact activations that generate significant awareness and earned attention relative to budget
- Landing quick commercial wins within the first 90 days

This role operates within constrained budgets and without retained agency support. Success will come from focus, creativity, partnerships, commercial judgement and the ability to prioritise what genuinely moves the dial.

### **Key Responsibilities**

- Translate MoLI's defined growth strategy into focused, time-bound delivery
- Secure inclusion in tour operator itineraries and increase group booking momentum
- Improve digital performance and booking conversion across MoLI's website and ticketing pathways
- Develop and deliver 2-3 culturally resonant, fame-driving activations designed to significantly increase awareness and footfall
- Track and report against agreed visitor, revenue and booking KPIs
- Manage the allocated marketing budget with disciplined commercial focus
- Coordinate freelancers, suppliers or partners where required
- Ensure all activity is commercially grounded and measurable

### **What Success Looks Like After 6 Months**

- Clear uplift in paid visitor trajectory
- Increased tour operator inclusion and group bookings
- Improved booking conversion performance
- 2-3 activations delivered on time and within budget
- At least one activation generating disproportionate media, social or partner attention
- Demonstrable commercial discipline in how budget was deployed

### **What we're looking for**

- Minimum 5 years' experience in marketing/sales, preferably within the hospitality, visitor attraction or cultural institution sector
- Proven track record of increasing visitor numbers and revenue
- Strong commercial mindset
- Experience working with travel trade and group sales
- Digital marketing expertise
- Excellent communication and relationship-building skills

### **How to Apply**

Interested candidates should submit a CV and cover letter outlining relevant experience and motivation for applying directly to [careers@moli.ie](mailto:careers@moli.ie)

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