

Dublin City Council Culture Company
Recruitment of a Communications Manager
July 2018

The newly established Dublin City Council Culture Company is recruiting a core role for the team, supporting this exciting new endeavour to achieve its ambitious aims to connect the citizens of Dublin through culture and conversation. Collaborating with citizens, communities, cultural organisations, businesses, and Dublin City Council itself, the company's work is focused on embedding cultural experiences and increasing cultural participation throughout Dublin's neighbourhoods.

THE ROLE

Dublin City Council Culture Company is recruiting a Communications Manager who will report to the CEO and will be a key member of Dublin City Council Culture Company's team. The Communications Manager will play a key role in the areas of public engagement, marketing, PR, digital communications, stakeholder communications, documentation and audience research. Working alongside the CEO, consultants and the wider team, the Communications Manager will ensure the efficient management of the communications functions of Dublin City Council Culture Company.

MAIN DUTIES AND RESPONSIBILITIES

We wish to engage a Communications Manager to deliver on key communications, which include the implementation of our Communications Plans, working in conjunction with the team, to achieve our Communications Objectives, which are:

- To encourage Dublin people to make and take part in culture, by ensuring they know about our programmes, projects and events and feel welcome to join in;
- To increase understanding of and support for the initiative among key stakeholders and partners;
- To position Dublin City Council Culture Company as a vital cultural force in the city and beyond by sharing our approach, our successes and our learnings.

The Communications Manager's areas of responsibility include public engagement, marketing, digital communications, PR, stakeholder communications, documentation and audience research. He/she would carry out this work with the support of (and in support of) the existing communications team, which includes a Communications Consultant (1 day a week) as a key advisor, and external PR advisors / publicist. The Communications Manager would report to the CEO.

Marketing and digital communications:

- Manage the day-to-day internal and external communications and marketing activities, in line with the Communications Plans
- Ensure communication outputs are of a high standard and respond to the needs of the target audience
- Maintain/create impactful and fit-for-purpose publications, website, direct marketing, social media, event promotion and other marketing materials
- Write copy, edit and proof communications materials
- Manage the scheduling of all communications and marketing activities
- Recruit, liaise with and manage contractors and suppliers
- Ensure all communications materials follow design guidelines, are produced on time and within budget
- Contribute to the creative content that will underpin the development of the project
- Consult with CEO and consultants on public facing communications
- Attend regular meetings with the CEO and the communications team
- Communicate effectively with all members of the team
- Manage the Communications budget

PR and public affairs:

- Build on existing and develop new relationships with media, key decision makers, stakeholders
- Support Public Relations activity and public awareness campaigns
- Organise and attend events, meetings etc on behalf of the Initiative and projects

Stakeholder and project partner communications:

- Work well and collaboratively with partners on the promotion of projects and the organisation
- Provide plans, budgets, reports as necessary
- Act in accordance with the objectives and ethos of the overall initiative and the individual projects

Documentation and audience research:

- Manage the collection and collation of audience data and feedback
- Analyse audience data to enable target setting, monitoring and strategic planning
- Commission, undertake and manage research as required
- Manage the monitoring of media and current affairs developments, across a wide range of media
- Maintain archives and press files

And undertake other duties as may be reasonably required from time to time.

THE IDEAL PERSON FOR THIS ROLE WILL BE...

- a clear communicator and great writer with excellent attention to detail
- experienced in developing and delivering marketing/PR campaigns
- experienced and able to efficiently and effectively manage external contractors, such as graphic designers, advertising agencies, videographers, photographers
- experienced in managing relationships with PR agencies
- experienced in developing and delivering social media campaigns
- Comfortable working with Irish and international media
- comfortable working directly with artists, project managers and communities to find key stories that best communicate the work of Dublin City Council Culture Company and its projects
- able to work independently and as part of a small team
- able to multi-task, remain calm under pressure and meet tight deadlines
- willing to work flexibly (some events take place at evenings and weekends)

THE IDEAL PERSON FOR THIS ROLE WILL HAVE...

- an ability to demonstrate strong examples from their past experience highlighting their capacity and desire for this role
- a track record in the successful delivery and management of communications for arts, cultural, heritage or community projects
- Knowledge of appropriate new media developments and online communications platforms
- Excellent administrative and organizational skills
- Good interpersonal skills and self-initiative
- An interest in arts, culture and heritage and the provision of cultural services at a local level
- An understanding of the work of Dublin City Council Culture Company and its ambitions
- The understanding and confidence to exercise good judgement and decision-making, mixing pragmatism with innovation
- A minimum of 3 years relevant experience
- An instinctive ability to think creatively - to try, fail, learn, and try again

TERMS

The Salary is €39,000 per annum with a 6-month probationary period. This is a fixed term contract full-time for 3 years. An appointment will be on the basis of the successful candidate's qualifications and experience.

There is a holiday entitlement of 20 days per annum, in addition to public holidays.

APPLICATION

Applications should include a cover letter detailing why you think you are suitable for this role, a full CV with an outline of relevant experience. You should clearly describe how your skills, knowledge and experience match the job outline, while also explaining your motivation and goals.

Completed applications should be sent by email only to recruitment@dublincitycouncilculturecompany.ie with the subject line 'Dublin City Council Culture Company Communications Manager Position'. Queries can also be addressed by email to the CEO.

Closing date for receipt of Applications is 10th August 2018

Interviews will be held in Dublin the week of 20th August 2018

The onus is on short-listed applicants to make themselves available on the date(s) specified or advised by Dublin City Council Culture Company and to make whatever arrangements are necessary to ensure that they receive communications sent to them at the contact details specified in their covering letter or CV.

Dublin City Council Culture Company is an equal opportunities employer. The selected candidate must comply with Garda Vetting requirements.

Applications received after the closing date will not be accepted.

POSITION SUMMARY

Post Title: Communications Manager, Dublin City Council Culture Company

Post Status: 3 year fixed term Contract (full-time)

Location: Dublin City Council Culture Company HQ, 14 Henrietta Street, Dublin 1.

Reports to: CEO (interim CEO) Dublin City Council Culture Company.

Salary: Appointment will be made at an annual salary €39,000 commensurate with the successful candidate's qualifications and experience.

Pension: A contribution of 10% of salary will be made to an agreed pension savings scheme subject to the individual contributing a similar percentage.

Candidates who meet or exceed the criteria for selection will be invited to engage in an interview process.