

Recruitment Call

Communications Coordinator (Programmes)

We are seeking to recruit a Communications Coordinator (Programmes) to support the work of the Dublin City Council Culture Company Communications Department

Closing date for applications: Monday 23 May 2022

About the position

This is a great opportunity for an enthusiastic marketing and communications person to join our team.

Day to day, you'll manage and help develop our ambitious targets, helping us to reach out to existing and new audiences of our programmes. This will include defining advertising activities and creating promotional materials and updates (across all media platforms, including social media), writing and distributing press releases and programme information. You will also represent us on location filming and coordinate broadcast media as appropriate, and the role includes content development, scheduling and community engagement.

Reporting to the Head of Marketing, Communications & Audience Development and working closely with the wider team, the Communications Coordinator (Programmes) will assist with the efficient management of the communications functions of Dublin City Council Culture Company Programmes such as *Culture Club*, *The National Neighbourhood*, *Culture Connects*, *Tea & Chats*, *Culture Near You* and others as required.

The Communications Coordinator (Programmes) will help achieve our ambitious aims to connect the citizens of Dublin through culture and conversation. This is a key role in the department you will work to ensure the clear communication of our company's mission, vision and values across all channels, supporting all marketing, communications and audience development activities across the organisation's programmes.

About the role

The role requires responsibilities in the following areas:

- Communications and marketing
- Content creation
- Social media and PR
- Programmes support
- Feedback and reporting

Function and role specification - Communications Coordinator (Programmes)

Reporting to the Head of Marketing, Communications and Audience Development and working closely with the wider team, the Communications Coordinator (Programmes) will assist with the efficient management of the communications functions of Dublin City Council Culture Company.

Supported by the wider communications team, the Communications Coordinator (Programmes) will play an integral part in the communications team. This role will lead the delivery of the communications and marketing activities relating to our engagement programmes (*Culture Club, The National Neighbourhood, Culture Connects, Tea & Chats, Culture Near You*, and others as required) as well as supporting our brand communications. You will work closely with the Creative Engagement and Engagement teams to support the comms requirements of their activities and programmes.

Key responsibilities:

Communications & PR

- Work with the Head of Marketing, Communications and Audience Development to develop a communication and marketing plan for each programme listed within this role.
- Oversee the delivery of the communication and marketing plans for each of the programmes.
- Ensure that all company communications adhere to the company's brand guidelines, visual identity and are in line with the Company Strategy.
- Public relations - act as the main point of contact for press enquiries, draft press releases, and issue event listings. Work with the Head of Marketing, Communications & Audience Development and our publicists to identify key publicity opportunities for our engagement programmes and the company that promote and demonstrate the value and impact of our work.
- Collate press clippings and manage the company press report.

Digital communications

- Drafting and scheduling email newsletters for the Culture Company and Culture Club.
- Planning and delivering a weekly internal newsletter with the support Communications Coordinator (Venues).
- Work with the Digital Manager to deliver a microsite for Culture Club, and responsibility for the ongoing maintenance and updating of this when live.
- Working closely with our Digital Manager to ensure the Culture Company website is up to date and reflects the work of the buildings.
- Responsibility for social media content creation for the main Culture Company channels, to tell the story of our programmes, projects and people and advocate for the impact of our work.

- Working with the Digital Manager to manage online advertising through Google Adwords and social advertising.
- Assisting with digital reporting as needed.

Suppliers

- Scheduling and supervising the creation and distribution of printed materials and mailings as relevant
- Acting as the main point of contact for suppliers and contractors working on projects for our programmes including - photographers, videographers, designers and printers.

Networking, Relationships and Audience Development

- Work closely with our partner organisations to amplify the communications around our engagement work with them.
- Work with the wider team on award applications and presentations for our work.
- Link with the counterpart of our partners on all of the programmes about possible linked audience development and marketing opportunities.
- Work on audience development opportunities to ensure the company's work is accessible and available to anyone who wants to connect with us.

Finance and administration

- Maintain the company archive or marketing materials and publications
- Reporting - assisting with the collation of research and collating regular company reports.
- Assisting with the management and maintenance of our Survey Monkey account and reporting.
- Attend regular communications team meetings, all-team meetings and regular connection with the wider Company team on ideas as they emerge
- To work in a manner informed by the values and aims of Dublin City Council Culture Company

Role requirements

The ideal person for this role will have:

Essential criteria

- A minimum of 2 years of experience in a similar role
- Strong administrative and organisational skills, with excellent attention to detail
- Be able to efficiently and effectively manage external contractors, such as graphic designers, printers, videographers and photographers
- Ability to plan, organise and lead a project, and to work to deadlines, be able to multitask, remain calm under pressure and meet deadlines
- Proficiency in Microsoft office and GSuite is essential, experience with other systems including Ticketsolve (Ticketing), ContentCal (Social Media Scheduling)
- Be able to efficiently and effectively manage external contractors, such as graphic designers, printers, videographers and photographers

Desirable criteria

- Be able to work independently and as part of a small team
- Excellent communication, interpersonal skills and self-initiative
- An interest in culture, heritage and arts, and the provision of cultural services at a local level
- An understanding of the work of Dublin City Council Culture Company and its ambitions
- Proficiency Zoom Webinars an advantage, Insightly an advantage.
- An instinctive ability to think creatively - to try, fail, learn, and try again

Position summary

Post title: Communications Coordinator (Programmes), Dublin City Council Culture Company

Post status: Fixed Term Contract (full-time), 3 years, 6 month probationary period.

Location: Dublin City Council Culture Company, 14 Henrietta Street, Dublin 1 and Richmond Barracks, Inchicore, Dublin 8.

Reports to: Head of Marketing, Communications and Audience Development

Key relationships: Digital Manager, Communications Manager (Venues), Marketing and Relationship Manager, Visitor Experience team and Engagement team

Salary: €31,200 gross p.a.

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

The company facilitates working from home suitable to the requirement of the position, this can be discussed further with the successful candidate.

How to apply

Applications are now invited from applicants who meet these published requirements.

Applications must include the following:

- CV (including the names and contact details of two referees)
- A two page letter citing your specific skills, knowledge and experience relevant to the role specification above with reference to why you would like to work in this role with the Culture Company

Completed applications should be sent by email only to recruitment@dublincitycouncilculturecompany.ie with "Communications Coordinator (Programmes)" in the subject line. Applications received after the closing date and time will not be accepted.

Closing date for this application is **Monday 23 May 2022**

The information supplied in your application will be reviewed against the requirements set out in this notice by a panel. Dublin City Council Culture Company reserves the right to shortlist applicants and/or call people for an interview. Interviews will be held most likely during the week beginning Monday 6th June 2022, and subject to government guidelines; these may be online or may be in person. It will not be possible to provide application process feedback to unsuccessful applicants.

Garda vetting may be mandatory for successful applicants, and you must be cleared by the National Vetting Bureau before the work can commence. The successful applicant may also be required to complete mandatory training in line with the requirements of their role or broader company requirements. It will not be possible to provide application process feedback to unsuccessful applicants.

Please note that Dublin City Council Culture Company is committed to developing policies and practices ensuring that accessibility, universal design and reasonable accommodation for people with disabilities are taken into account. Dublin City Council Culture Company is an equal opportunity employer. Please see our [Equal Opportunities Policy here](#).

Please note that both the museum at 14 Henrietta Street and Richmond Barracks are Part M access compliant, and the offices of Dublin City Council Culture Company in both have limited physical access. Reasonable accommodation of access requirements will be made for successful applicants.

Interviews will take place in an accessible location. We are committed to respecting and protecting your privacy. We keep several kinds of personal data about our prospective employees so we can manage the recruitment process effectively and efficiently and meet our legal obligations. Please see our [Privacy Notice for Job Applicants here](#).

About Dublin City Council Culture Company

Established in March 2018, Dublin City Council Culture Company runs cultural initiatives and buildings across the city for, and with, the people of Dublin.

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. We connect people and communities through culture and conversation. When people feel connected to their local area they feel safer and stronger, and are healthier.

In addition to its city-wide work, with programmes such as *The National Neighbourhood*, *Culture Near You*, *Culture Club* and *Culture Connects*, Dublin City Council Culture Company operates two cultural buildings: 14 Henrietta Street and Richmond Barracks. It also runs informational programmes and research projects such as the Dublin City Cultural Audit and Map.

For more information, see www.dublincitycouncilculturecompany.ie and also the websites of [14 Henrietta Street](#), [Richmond Barracks](#) and [Culture Near You](#)

Our vision

A Dublin where culture connects everything and everyone.

Our mission

Connecting people through culture and conversation to ignite imaginations and experiences.

Our values

We are led by our values. They guide what we do and how we do it.

Participation: We make culture real. We connect, activate and support people to revel in their imagination and creativity.

Partnership: We know we are stronger together. We are a catalyst, bringing people and organisations together to grow knowledge, understanding and respect.

Relevance: We believe culture is at the heart of human development and quality of life. We aim to embed culture in the everyday life of the city.

Capacity-building: We appreciate learning. We develop and share new ways of working that enable everyone to create more connections to culture.

Quality: We do everything in the best way possible. We find and use knowledge, experience and skills to build impact, quality and sustainability into every project.

Our goals 2019-2024

We have identified five goals - to engage, experiment, learn, share, embed - working with, through and for people in Dublin.

Ends