

## **Recruitment Call** for Digital Manager

**We are seeking to recruit a Digital Manager for Dublin City Council Culture Company to manage and develop our online communications and digital activity across the organisation.**

**Closing date for applications: Wednesday 21st October 2020**

### About the position

Dublin City Council Culture Company is seeking a Digital Manager to help achieve our aims to connect the citizens of Dublin through culture and conversation. Collaborating with citizens, communities, cultural organisations, businesses, and Dublin City Council itself, the work of the Culture Company is focused on embedding cultural experiences and increasing cultural participation throughout Dublin's neighbourhoods.

Reporting to the Head of Communications and working closely with the wider communications and company team, you will be responsible for management and development of digital communications across the organisation. To include the upkeep and maintenance of the company's websites (DublinCityCouncilCultureCompany.ie, 14HenriettaStreet.ie, RichmondBarracks.ie, OurCityOurBooks.ie, Dublincity.ie/CultureNearYou.ie), newsletters, direct mail, social media management and online advertising.

This role will also focus on the development of content creation for all existing and future websites and social media platforms (interviews, blogs, creative media etc) to tell the story of the organisation, its programmes, projects, values and impact.

A major aspect of the role is to continue to develop, promote and moderate the Dublin City cultural audit and map project, which consists of a dynamic database of the city's cultural information and a public-facing website (Dublincity.ie/CultureNearYou.ie) of the city's cultural assets.

## **Function and role specification**

This role is an important function of the communications department but will support the work of all other departments, programmes and locations in the realisation of their key communications aims and targets, specific to each programme/project.

The Digital Manager will be responsible for ensuring that all company digital communications adhere to the company's brand guidelines, visual identity and are in line with the Company Strategy.

Duties will include:

- Management of all company run websites - (DublinCityCouncilCultureCompany.ie, 14HenriettaStreet.ie, RichmondBarracks.ie, OurCityOurBooks.ie, Dublincity.ie/CultureNearYou.ie);
- Manage and lead the development of new websites as required;
- To ensure that all company websites are compliant with AA accessibility standards
- Maintain brand consistency across platforms;
- Working closely with our staff, project managers and museum team, to translate programme/project stories into digital content and devise creative content that tells the story of our programmes, project and participants across all digital platforms;
- Manage a series of regular blogs that connect with our staff, participants and partners to ensure we always have high quality and engaging content;
- Manage the social media planning and scheduling with the support of the wider communications team (Facebook, Twitter, LinkedIn, Youtube, Instagram, Soundcloud, ContentCal);
- Manage the day to day running of the Dublin's Cultural Map and Audit programme, acting as moderator for CultureNearYou.ie and continue to develop, grow and promote the project;
- Manage key relationships with departments in Dublin City Council and programme partners and stakeholder;
- Compiling digital / analytical reports on performance, engagement of our digital communications;
- Manage online advertising campaigns as required;
- Attend regular communications team meetings and attend all-team meetings where possible and/or have discussion and regular connection with the wider Company team on ideas as they emerge;
- Other duties as required.

## **Role requirements**

The ideal person for this role will have the following skills:

### Essential

- A minimum of 3 years of administration or equivalent experience is essential;
- Excellent administrative and organisational skills;
- Excellent communication and interpersonal skills are required;
- An understanding of the work of Dublin City Council Culture Company and its values and ambitions;
- Familiar with and interested in culture, heritage and the provision of cultural services at a local level;
- Comfortable working directly with artists, cultural manager and communities to extract stories that best communicate the work of the company;
- Ability to plan, organise and lead a project, to work independently, and to work to deadlines, with flexibility around working hours;
- Ability to think analytically and conceptually at the same time;
- An instinctive ability to think creatively - to try, fail, learn, and try again;
- Experience in managing websites, particularly from a content point of view;
- Experience in developing and delivering digital ad campaigns and social media campaigns across multiple platforms;
- Excellent writing and editing skills and the ability to tell a story in an interesting and engaging way;
- Fluent working knowledge of the following: Craft, WordPress, Silverstripe, Mailchimp, Google Suite, Google Analytics, Google Adwords, Facebook/Twitter/Instagram advertising;
- Proficiency in Microsoft office and GSuite is essential;
- Knowledge of appropriate new media and digital developments;

### Desirable

- Working knowledge of GIS systems, in particular M.App Enterprise;
- Working knowledge of Ticketsolve or other digital ticketing systems.

## Position summary

Post Title:	Digital Manager, Dublin City Council Culture Company
Post Status:	Fixed Term Contract (full-time), two years, 6 month probationary period.
Location:	Dublin City Council Culture Company, 14 Henrietta Street, Dublin 1, and where required from a home office, in line with government restrictions.
Reports to:	Head of Communications, Dublin City Council Culture Company.
Key relationships:	Communications Manager, Communications Coordinator.
Salary:	€39,000 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.

## 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 one-page letter citing your specific skills, knowledge and experience relevant to the role specification and requirements.

Completed applications should be sent by email only to

[recruitment@dublincitycouncilculturecompany.ie](mailto:recruitment@dublincitycouncilculturecompany.ie) with **Digital Manager** in the subject line.

Applications received after the closing date and time will not be accepted.

**Closing date for this application is Wednesday 21st October 2020.**

The information supplied in your application will be reviewed against the requirements sent out in this notice by a panel to shortlist applicants and call people for interview. Interviews will be held during the week beginning Monday 9th November 2020. Dublin City Council Culture Company reserves the right to short-list candidates for interview.

Garda vetting is mandatory for successful applicants, and you must be cleared by the National Vetting Bureau before the work can commence. The successful applicant will also be required to attend Child Protection and Disability Equality Training. 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.

**For more information, see [www.dublincitycouncilculturecompany.ie](http://www.dublincitycouncilculturecompany.ie)**

In addition to its city-wide work, Dublin City Council Culture Company operates two cultural buildings: 14 Henrietta Street (since it opened to the public in September 2018) and Richmond Barracks (since January 2020).

### 14 Henrietta Street

At 14 Henrietta Street we offer a range of tours and programmes to which aim to:

- Share and tell stories by retelling the story of the lives of the people.
- Engage and make connections by listening and talking with visitors, citizens, historians, local residents, former residents and their families.
- Discover and uncover history by continuing to learn from the memories and knowledge of others. We want to bring to life the stories of the people who passed through the buildings, their changing circumstances, their experience of family life, of politics, and the impact of national and world affairs.

You can read more about 14 Henrietta Street at [www.14henriettastreet.ie](http://www.14henriettastreet.ie)

## **Richmond Barracks**

At Richmond Barracks we offer a range of tours and programmes which aim to amplify it as a neighbourhood hub that celebrates the rich stories and experiences of the local community, past and present.

A venue of historical importance located within a vibrant community, the building will soon co-locate a library, workshops and cultural activities, along with a programme of historical tours and talks. By listening and engaging with visitors, makers, historians, local residents and their families, Richmond Barracks will continue to evolve as a community space, informed by the desires and interests of people in the area.

You can read more about Richmond Barracks at [www.richmondbarracks.ie](http://www.richmondbarracks.ie)

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