



RECRUITMENT MATERIAL: MARKETING & DEVELOPMENT MANAGER

With a strong reputation for its unique approach to creative commissioning, recording and programming, **Chamber Choir Ireland** is the country's flagship choral ensemble and national chamber choir under the Artistic Direction of multi-award-winning conductor, Paul Hillier. The Choir's programme spans from early renaissance to the present day, incorporating established choral classics with cutting edge commissions, and a style of performance that incorporates versatility, dynamism and vocal pyrotechnics.

Performing at home and internationally, Chamber Choir Ireland also boasts a varied and wide-reaching outreach programme incorporating singing workshops with community choirs, composition programmes in schools, and lecture series tracking the history and evolution of choral music, as well as a commitment to support the next generation of choral artists in Ireland.

Chamber Choir Ireland is a resident ensemble at the National Concert Hall of Ireland, Associate Artists to Dublin City University, and a member of TENSO – the network of professional chamber choirs in Europe.

Chamber Choir Ireland's vision is to be embedded in the heart of Ireland's musical life, as a beacon of excellence in creative music-making, and to be a respected cultural ambassador on the international stage.

Our mission is to move, challenge and inspire audiences through innovative programming, and excellence in performance. We commit to continually engaging with audiences and artists in order to be a key contributor to the development of choral music.

Central to Chamber Choir Ireland's work are the core values of:

- **Excellence** in the artists we work with, the people we employ, in how we sound, in how we look, in where we perform, in where we rehearse, in our printed material and online presence;
- **Artistic Integrity** in every programme, every performance and in every learning and participation event;
- **Professional Integrity** with our stakeholders ensuring continued good governance and compliance;
- **Accessibility** for diverse audiences through cost, venues, locations, and in all aspects of employment and artistic engagement;
- **Dignity & Respect** in the workplace among employees, artists, contractors and volunteers, and to our public;
- **Sustainability** in reducing our environmental impact.

The Role

Chamber Choir Ireland is seeking to recruit an enthusiastic and experienced **Marketing & Development Manager** to join a small but dynamic administrative team. We will work together to deliver on Chamber Choir Ireland's 2020-2025 strategy and to give shape to CCI's marketing and development strategies.

The ambition for the role is to deliver a strategic, diverse and audience-focused marketing strategy for Chamber Choir Ireland which is structured on an ambitious fundraising and development plan.

The Marketing & Development Manager will have the capacity to narrate the story of our organisation as well as promote the diversity of our programmes, the ambition and drive to work independently as well as part of a team, and a strong track record in building meaningful relationships and networks to deliver organisational goals.

The successful candidate will have experience in marketing and communications, organisational development, market research, a proven ability to meet targets and the capacity to work in a flexible environment. Operating on their own initiative, the Marketing & Development Manager will work on developing and implementing a flexible marketing and audience engagement plan with support from the Arts Council funded Capacity Building Programme to diversify engagement for existing and new audiences in both live and digital programmes. In tandem, the Marketing & Development Manager will work on maintaining and nurturing existing relationships with donors and funders (including the CCI Friends and Society members), as well as identifying and bringing on board new partnerships and relationships with corporates, high-net-worth individuals, and trusts and foundations.

The ideal candidate should have an appreciation and understanding of classical music and choral music.

As a new role within Chamber Choir Ireland, the Marketing & Development Manager will have the opportunity to engage their personal and dynamic ambition in shaping the role in collaboration with the Executive team which consists of the CEO and Concerts Manager.

Key information

- This is initially a 1-year contract with the potential for longer term employment as the role develops.
- This is a full-time role. The capacity to work-from-home will be considered within the context of a minimum in-office requirement each week.
- Working time incl. evening/weekend flexibility is required for events, networking, conferences, and training.
- The salary is in the region of €42,000 - €45,000. We anticipate appointing at the bottom of the scale with an annual review upon the contract being extended.
- The annual leave entitlement is 23 days per annum plus public holidays.
- Chamber Choir Ireland is based in the National Concert Hall, Dublin.

How to Apply

Recruitment Timeline:

Application closing date: Monday 29 March at 5pm.

Interviews will take place via zoom: w/b 5 April

Commencement date: Where possible, the role will commence with immediate effect.

Applications:

Interested candidates should forward a 1-page (A4) cover letter and CV by email with the subject title 'Marketing and Development Manager' to majella@chamberchoireireland.com. The cover letter and CV should sufficiently demonstrate how the essential and desirable criteria can be fulfilled by the candidate.

Detailed Job description

The Marketing and Development Manager reports to the CEO with the following key duties and responsibilities:

Marketing/Audience Development

- Campaigns – strategic development, delivery, monitoring and reporting:
 - Set clear objectives and timelines for effective communication of CCI's annual programme and events to a variety of audiences and stakeholders;
 - Manage an annual marketing budget to ensure effective delivery of the marketing plan, and ensuring best value for money;
 - Direct response campaigns: Specific and direct messaging for the delivery of CCI's external communications;
 - Manage, maintain, and grow all our databases, ensuring CCI's full compliance with GDPR regulation across the organisation;
 - Measure, monitor and review the effectiveness of marketing campaigns and spend on an ongoing basis.
- Digital:
 - Year-round online campaigns across all appropriate platforms driving traffic to CCI's website and growing our online audience;
 - Ongoing interaction with the audience and the sector through online engagement and presence;
 - Ongoing assessment of analytics and reporting to ensure we remain consistently current and top of mind with our current and potential audience;
 - Manage CCI's website (redeveloped in 2020) including engaging content, and effective SEO optimisation and analysis of same;
 - Co-ordinate social media content to run successful digital marketing and fundraising campaigns.
- Press:
 - Working as required with external PR consultancy, write imaginative and informative copy for press releases, website content, social media posts, newsletters.
- Key relationship management:
 - Nurture and develop CCI's long-standing relationships with key promoting partners, Festivals and venues throughout Ireland.
- Event and sales support:
 - Manage CCI's own-promotion Box Office system (currently Eventbrite) both online, and in person at all CCI's events;
 - Recruit and manage volunteers at CCI events as required;

- Work with CEO on the design and distribution of programmes (printed) for events and series.
- General:
 - Represent CCI at public and sectoral events as required.

Development/Fundraising

- Develop and implement a fundraising strategy for Chamber Choir Ireland working towards agreed KPIs;
- Craft strategies to leverage CCI's current programmes, activities and events to promote greater donor/sponsor participation. Build and maintain a best-practice model of engagement with current Friends and Patrons both in Ireland and internationally;
- Research and develop pitches/proposals for new corporate partners;
- Research and implement key strategies to drive philanthropic giving from individuals to corporates;
- Research relevant and complementary Trusts and Foundations, taking the lead in the applications process;
- Manage an annual fundraising budget, and work to specific fundraising targets;
- Review current practices and ensure a best-practice model for fundraising within CCI to ensure that our donors' rights are of paramount importance;
- Create online and print fundraising material for prospective donors;
- Take the lead in monitoring and evaluating implementation and delivery of the fundraising strategy;
- Maintain and develop up-to-date contact lists of clients, sponsors, charities and fundraising bodies.

General

Support the CCI team as required and carry out other duties as may be required from time to time.

Essential Knowledge and Experience

- A relevant third level qualification – or equivalent experience - in the Arts and/or Marketing/Communications sectors;
- Minimum three years' experience working in a significant marketing and/or development role;
- Proven experience developing marketing and/or fundraising plans and managing budgets;
- Excellent communicator – written, visual and oral communication – with a very high attention to detail and proofing skills;
- Demonstrable track record of designing and delivering effective marketing/ promotional campaigns;
- Evidence of recent fundraising and development experience;
- Proven experience creating digital marketing campaigns and managing social media platforms and websites, creating engaging content.

Skills and Attributes

- Excellent planning and organisation skills, focused on delivering results;
- Ability to think strategically and convert this into a cohesive, effective action plan in the areas of marketing and development;
- Strong writing skills with a flair for engaging a range of audiences & stakeholders across the requirements of this role;
- Excellent interpersonal skills - proven ability to work effectively in a team and build strong working relationships internally and externally;

- Candidates should be tech savvy and be able to demonstrate a high degree of proficiency and knowledge in the latest relevant technology;
- The ability to build positive relationships with a wide variety of people;
- The ability to work to established targets and funding deadlines.

Desirable Criteria

- A keen interest in the arts, specifically with choral and classical music;
- Experience of photography, videography, & design, and knowledge of editing software;
- An understanding of the Dublin and wider Irish arts and cultural sector.
- Experience of using Customer Relationship Management systems and software
- An understanding of working in a not-for-profit publicly funded organisation.

Person Specification

- Finds working as part of a small, dynamic office team as well as among the wider artistic personnel exciting and positively challenging;
- An enthusiastic, self-motivated individual who can deliver on the requirements of the role as well as bring added value to the position;
- A multi-tasker who is keen to be involved in the wider work of the organisation;
- An individual with a flexible approach to working hours, as the role may require evening and weekend work;
- A discreet individual, who is aware of the need for confidentiality.

Terms & Conditions

Chamber Choir Ireland is a not-for-profit company limited by guarantee (CLG) and is a registered charity. The Marketing & Development Manager reports to the CEO. The work is based in the CCI offices at the National Concert Hall, Earlsfort Terrace, Dublin 2, but the demands of the role may require travel outside Dublin, to the rest of Ireland and internationally. Working from home may be considered as appropriate to the role and the needs of the company with a minimum in-office requirement to be agreed.

This role involves the post holder working beyond standard working hours, including a willingness to keep up-to-date with the sector through attendance at performances and events as well as some travel. As the organisation evolves, the nature and duties of this role may also change.