



Communications Executive Part-time

Job Description

This is a dynamic role which offers excellent opportunities for the successful candidate to build upon their own unique skill-set, whilst maintaining and growing Chamber Choir Ireland's (CCI's) reputation as a leading professional choral ensemble on the national and international stage.

This role is key to the delivery of CCI's vision and mission for 2020 – 2024 and is a vital part of a small office team. Reporting to the CEO, the Communications Executive will be responsible for

- Drafting and delivering CCI's Communications Strategy to execute CCI's Organisational Strategy for 2020 – 2024;
- CCI's external communications, including promoting CCI's annual performance season and its learning & participation programme;
- generating a strategic promotion and brilliantly executing CCI's brand and profile both nationally and internationally.

CCI is a small not-for-profit organisation. Our communications platforms rely on print and traditional media given our current loyal base of consumers, however, in addition to ensuring that we reach our current base, we have been growing audience through digital marketing and social media platforms successfully over the last year. You will be responsible for developing the effective delivery of CCI's key message to both existing and new audiences. You will also support CCI's operations by managing effective internal communications and efficient office systems.

The Communications Executive will work closely with CCI's CEO, Artistic Director and Concerts Manager. You will manage external relationships with key contractors including photographers, graphic designers, printers and media partners as well as co-manage strong existing relationships with partner promoters, festivals and venues. You will work collaboratively with the wider CCI office and artistic team, volunteers and Board of Directors as required.

Duties & Responsibilities

- Develop an annual marketing plan in line with CCI's 5-year strategy to include the following:
 - Campaigns – strategic development, delivery, monitoring and reporting
 - Sets 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 audience and potential audience
 - Manage CCI's website (redeveloped in mid-2019) including engaging content, and effective SEO optimisation and analysis of the same.
 - Press
 - 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.
 - Fundraising
 - Manage CCI's long-standing Friends' Scheme and donor society - CCI's main point of contact for private donors.
 - Support the CEO in the organisation's fundraising endeavours.
 - 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.
 - 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.
- Minimum three years' experience working in a significant marketing role.
- Ability to think strategically and convert this into a cohesive, effective action plan.
- Proven experience developing marketing 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.
- 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.
- Strong writing skills with a flair for engaging a range of audiences & stakeholders.
- Excellent interpersonal skills - proven ability to work effectively in a team and build strong working relationships internally and externally.
- Candidates should be tech savvy, in terms of both hardware and software essential for delivering in the role, and be able to demonstrate a high degree of proficiency and knowledge in the latest relevant technology.
- Photography, videography, design experience and knowledge of editing software are desirable.

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.
- A keen interest in the arts, specifically with classical music.

Terms & Conditions

Chamber Choir Ireland is a not-for-profit company limited by guarantee (CLG) and is a registered charity. The Communications Executive 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.

The salary offered will be commensurate with the experience of the successful candidate and is in line with equivalent positions in the arts sector. 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. The role is being offered on a part-time basis at c. 0.4 FTE with flexible working options.

Application Process

Interested candidates are invited to apply in writing enclosing as follows:

- A **CV** which demonstrates your relevant experience for this position (no more than 2 pages)
- A **cover letter** (no more than 1 page)

Please forward your application to Majella Hollywood, CEO.

By email: majella@chamberchoireireland.com

Applications will not be accepted by post.

The closing date for applications is Friday 4 October, 2019 at 5pm

Interview and Selection Methods

- Short-listing of candidates will be based on the information provided in their CV and cover letter addressing how they meet the knowledge and criteria outlined in the Job Description, Duties and Responsibilities & Person Specification.
- Shortlisted candidates will be invited for interview in Dublin on Friday 18 October.
- If necessary, 2nd interviews may be held depending on the number and calibre of applicants.
- Chamber Choir Ireland is an Equal Opportunities Employer and is committed to the legislation governing this equality of opportunity.