

# Chamber Choir Ireland

## **Role Description: PR & Marketing Executive**

Chamber Choir Ireland (CCI) seeks to appoint an outstanding individual as PR & Marketing Executive to play a vital role in the ongoing development and growth of the organisation. CCI is the country's leading professional choral ensemble founded in its current form in 1996 from its roots as the RTÉ Chamber Choir. Under the Artistic Direction of Paul Hillier, the Choir is recognised for its unique approach to creative commissioning, recording and programming, and has gained a reputation for the high artistic quality of its performances.

### **Role Description**

This is a new position within Chamber Choir Ireland. The creation of the role of PR & Marketing Executive is to work proactively with the CEO and Marketing & Development sub-committee to build the profile of CCI throughout Ireland, manage the development of the existing audience and actively grow new audiences, and develop innovative approaches and strategies to attract additional sources of income.

The PR & Marketing Executive will report to the CEO. It is expected that the appointee will have significant experience in a similar position(s) and will therefore take on much of the direct responsibility of the role with immediate effect. However a period of induction will be afforded to the appointee in order for them to gain an in-depth understanding of the work of CCI and how this role supports and is integral to the organisational output of the company.

### **Responsibilities**

The PR and Marketing Executive for CCI will be responsible for the effective and timely delivery of the marketing and PR strategy across both print and digital media, the achievement of agreed targets for marketing and audience development, and the management and development of growing CCI's Friends' and tax-efficient giving schemes. Additionally, the appointee will be responsible for identifying and delivering opportunities for corporate support in collaboration with the CEO.

## **Key Competencies**

The PR and Marketing Executive will work as part of a small team of staff delivering the full programme of work for CCI. With this in mind, the successful candidate will demonstrate the following competencies in approaching the work:

- Flexibility and willingness to support the work of the company across all areas and activities
- Availability to work evenings and weekends as the role dictates
- Ability to adapt and integrate into a small, hard-working team
- Ability to work with artists in the context of PR and Marketing opportunities & events
- Strong interpersonal skills across a variety of audiences and stakeholders
- Professionalism in keeping with the Company brand
- Self-motivation and self-direction

## **Person specification**

The successful candidate will be able to demonstrate with examples from previous experience, how he/she fits the responsibilities, competencies and specification for this role.

## Essential Criteria

- At least 3 years' experience working in a PR/Marketing function in the arts or cultural sector
- Proven track record in delivering on a marketing strategy within the arts sector
- At least 1 years' experience using digital media in a PR & Marketing role
- A demonstrable interest in classical music (and the Arts in general)
- Excellent command of spoken and written English, especially in relation to writing for the target audience(s)
- Experience of dealing with the public and a wider cross-section of stakeholders

## Desirable Criteria

- A high level of enthusiasm and interest in choral music and knowledge of the national and international choral music sector generating the ability to write copy (press releases and marketing material) for target audiences
- Experience in identifying and delivering corporate sponsorship
- Ability to tap into networks both in and outside of the arts to build both audience and donor relationships
- Excellent proof reading skills
- Excellent IT skills with a high degree of proficiency with most common packages (MS Office, databases, Wordpress)
- A high level of attention to detail on all aspects of work

## **Terms & Conditions**

Chamber Choir Ireland is a not-for-profit company limited by guarantee (CLG) and is a registered charity. The PR & Marketing Officer 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 and indeed Ireland.

This is a part-time role, equating to c. 3 days per week. 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.

## 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 3 pages)
- A **cover letter** (no more than 1 page)

Please forward your application to Majella Hollywood, CEO.

By email: [majella@chamberchoireireland.com](mailto:majella@chamberchoireireland.com) (preferred option)

Or by post: Majella Hollywood, Chamber Choir Ireland, National Concert Hall, Earlsfort Terrace, Dublin 2

**The closing date for applications is Tuesday 2<sup>nd</sup> May at 5pm**

Any application sent by post should be posted in sufficient time to ensure delivery by the deadline. Allegations of loss or delay will not be considered without a proof of postage

## 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 essential and desirable criteria outlined in the Role Description and Person Specification
- Shortlisted candidates will be invited for interview during the week beginning 8<sup>th</sup> May 2016
- If necessary, 2<sup>nd</sup> 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

Principal funding for Chamber Choir Ireland comes from the Arts Council /an Chomhairle Ealaíon with additional support from Dublin City Council. The Choir is a resident ensemble in the National Concert Hall.

# Chamber Choir Ireland

## **Job Specification: PR & Marketing Executive**

Duties will include but are not limited to:

### **PR & Marketing**

- Revising the company Audience Development Plan and supplementing it with a new marketing and PR strategy which you will be responsible for implementing Development of PR & Marketing materials from concept, sourcing/editing copy & proof-reading
- Managing print/design/distribution of marketing materials
- Providing PR & Marketing support to promoters/festivals/venues/agents as appropriate
- Compiling, issuing and uploading regular event listings
- Identifying and managing PR opportunities between the media outlets and our artists
- Building the PR database for CCI, engaging media contacts in generating publicity for events and profile raising
- Developing the existing audience database for CCI
- Researching, compiling and issuing quarterly mail-outs to database
- Providing PR & Marketing statistics and reports to the CEO

### **Digital Marketing**

- Create and implement a digital marketing strategy as a key part of the general marketing and audience development plan
- Developing engaging content in line with Company brand that delivers traffic to the CCI website and social media platforms
- Devising and implementing social media strategy and subsequent schedules, and updating CCI website
- Generating content and distributing e-newsletters on a quarterly basis
- Managing analytics across website and social media platforms, generating digital marketing performance reports to inform future strategies

## **Development**

- Management of the CCI Friends' and tax-efficient giving schemes including maintenance of the database, organising donor events, and regular communications with all donors
- Working with the CEO to identify and manage key new individual and corporate donors, while maintaining existing donors
- Through the expanding PR and Marketing work of CCI, growing our audiences and database to expand our donor potential for the future

## **Events**

- Managing box office for CCI own-promotion events and monitoring box office for co-promotions with promoters/venues/festivals
- Managing guest lists for concerts and events
- Perform front-of-house role at all concerts and events
- Primary guest liaison at events
- Plan and manage guest events including guest receptions and be first point of contact for all operational level agencies

## **Other**

- Presenting at all times a level of professionalism which is in keeping with the Company brand and adhere to the operational procedures set out in the Staff Handbook
- Report to and participate in fortnightly staff meetings and, if required, to attend Board meetings;
- Delegate to Administrative Assistant/Intern when appropriate or available and provide necessary supervision and training for the same;
- Undertaking other duties as required and outlined by the Chief Executive.