



## Job Description and Candidate Information

# Communications Manager Music Network

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### Overview

Music Network is a national music touring and development organisation, passionate about making live music happen. The organisation holds a unique position in the Irish music sector and is seen as a highly valuable resource for the development and presentation of quality live music in Ireland.

Our integrated programmes, from our work in music education and our range of musician initiatives, to providing concerts and learning and participation activities through our valued network of partners, deliver on our mission of providing access to exceptional live music for people across Ireland, and of supporting the professional development of musicians. Our key priorities are outlined in detail in our current [Strategic Policy](#).

We are seeking to appoint an experienced full-time Communications Manager to assist the organisation in achieving its strategic objectives. Details of all aspects of our work can be found at [www.musicnetwork.ie](http://www.musicnetwork.ie)

Music Network is committed to equal opportunity and encourages applications from all sections of the community encompassing the ten protected characteristics, as set out in our [Equality, Diversity and Inclusion Policy](#).

### Job description

This job description provides an outline of the key responsibilities of the role.

**Title:** Communications Manager

**Reporting to:** Chief Executive

**Direct reports:** PR & Marketing Officer & Development Officer

#### Purpose of Job:

- to manage and develop Music Network's Communications Strategy, including internal and external communications relating to a diverse portfolio of activities. This includes working with our Programmes Manager in relation to promotion and publicity for programmes including Music Network's Dublin concert series, and assisting promoters to develop audiences at local level

- to play a key role in development and delivery of Music Network's Strategic Policy. This includes monitoring and analysing current activity, developing new initiatives, and advancing relationships with key stakeholders

- working with our CEO and Development Officer in developing and implementing the organisation's income diversification strategy.

The position involves working in a small, vibrant and fast-paced environment within an organisation committed to developing music in Ireland. Administrative support to the Communications Manager role is provided by our PR & Marketing Officer.

## **Main Responsibilities**

### **1. Media Relations**

Responsible for managing communications with members of the press including handling queries, preparing and issuing press releases, managing radio and TV interviews, acting as spokesperson if necessary and keeping media informed on the full range of Music Network's activities including:

- concert programmes
- music policy development initiatives
- audience development initiatives
- musician funding schemes
- advocacy work
- other projects and events as they arise.

#### National PR

Responsible for writing and supervising circulation of press releases for the above activities, as a basis for developing and sustaining a network of key contacts within the national media (print, radio, TV, online) for the purposes of winning editorial coverage.

#### Local PR

Supervising the PR & Marketing Officer in preparation and distribution of promotional tools tailored for use by local partners in attracting local media coverage across the country with regards to regional concerts and other regional/local activities.

#### Support Materials

Supervising the PR & Marketing Officer in the collation of support materials for national and local press including:

- photocalls and photoshoots as required for tours or other events e.g. launches
- promotional tools for Learning & Participation events, in liaison with our Programmes Administrator.

### **2. Design and print of promotional materials**

Overseeing the design of, and supervising the PR & Marketing Officer in the scheduling and preparation of, promotional materials for our range of organisational activities.

*Promotional materials may include:*

- concert programmes
- season brochures
- posters and fliers
- digital content
- miscellaneous organisational documents, e.g. invitations, Friends Scheme brochure, policy documents, advertisements etc.

*Tasks include:*

- commissioning programme notes
- collating, editing and proofing written and pictorial content.

### **3. Marketing and Communications**

#### Website & online marketing

Responsibility for overseeing the management, maintenance and updating of our website; managing Music Network's online presence, including email marketing, social media, online advertising and online PR.

#### E-newsletters

Editorial role, generating copy where necessary, and with responsibility for supervising the preparation and distribution of our range of e-newsletters and e-bulletins for distribution to audiences, partner promoters, musicians and other stakeholders.

#### Advertising

Responsibility for planning and writing advertisements as necessary, and supervising the PR & Marketing Officer in placing them.

#### Sponsor Support

Securing and servicing media partnerships including management of acknowledgement and facilitation needs. Similar support servicing corporate sponsors as required.

#### Institutional Marketing

Responsibility for managing development and implementation of Institutional Marketing activity, in conjunction with our CEO and Programmes Manager; oversight of our Friends Scheme, which is managed by our Development Officer.

#### Branding acknowledgements

Responsibility for advising on, and monitoring implementation of, acknowledgement guidelines by subsidiary companies and all other relevant initiatives and events established, managed by, or in partnership with, Music Network.

### **4. Strategic development**

- pro-active role in planning and development of new strategic initiatives in conjunction with our CEO
- specific responsibility for the organisation's Communications Strategy
- monitoring and analysis of data relating to current activity in order to inform new developments
- overseeing design and delivery of more intensive supports to selected partner promoters
- deepening relations with key stakeholders in order to raise the profile of the organisation.

### **5. Fundraising and finance**

- playing a key role in developing and implementing an income diversification strategy for the organisation
- working with our CEO and Development Officer on evolving relationships with existing and potential financial supporters – statutory, philanthropic, private
- assistance with preparation and/or presentation of fundraising proposals
- managing a substantial programme budget.

### **6. General**

- working closely with the CEO, Programmes Manager and Finance Manager to deliver the strategic objectives of the organisation
- in line with the evolving needs of the organisation, undertaking such other duties as may from time to time be assigned.

### **Person Specification**

The successful candidate will be able to demonstrate examples from their past experience highlighting that they have both the capability and desire for this role. We are seeking a highly-motivated, resourceful individual who will ideally bring the following to it:

#### ***Experience and Knowledge***

- a third level or post-graduate qualification in communications, public relations or marketing
- at least 3 consecutive years of relevant experience in Communications in a full-time capacity (or part-time equivalent over a longer period)
- experience in managing and supporting staff
- a keen awareness of the strategic value of PR and marketing
- a detailed knowledge of classical, jazz or Irish traditional music and a genuine interest in all three genres
- experience of developing/delivering fundraising/advocacy campaigns
- a keen awareness of and interest in issues surrounding music development in Ireland
- experience in crisis communications management
- an appreciation of the importance of Music Network's role nationally.

#### ***Attitude, skills and abilities***

- a dynamic approach to work, ability to prioritise the demands of a multi-faceted organisation and willingness to take the initiative
- the ability to operate flexibly as part of a close-knit team
- ability to work consistently and accurately to deadlines in a fast-paced environment
- strong communication skills, written and verbal, and excellent attention to detail
- excellent problem-solving skills
- ability to manage relationships with key suppliers such as photographers, copywriters, design and print agencies
- commitment to ensuring the highest standards in the presentation of live music
- strong management, administrative and I.T. skills
- ability to use marketing as part of a strategic approach to audience development
- well-developed interpersonal and negotiating skills
- a high level of motivation, a positive disposition and sound judgement.

### **Terms and conditions**

Music Network operates as a not-for-profit organisation and is a registered charity. The role is based in its offices at Earlsfort Terrace, Dublin 2. The salary offered is commensurate with equivalent positions in the arts sector and will also depend on the experience of the successful candidate. The role involves some attendance at performances and events and therefore requires a full driving licence and access to a car. As the organisation evolves, the nature and duties of this role may also evolve.

Other benefits include:

- a portable company pension scheme with employer contribution
- annual leave of 20 days in addition to 7 company days taken at Easter & Christmas
- death-in-service benefit of 2 times salary
- further education/training opportunities
- travel assistance (bike-to-work scheme/tax saver commuter tickets).

A complete list of benefits, terms and conditions will be made available to the candidate offered the role through Music Network's Employee Handbook.

A significant part of Music Network's funding is provided by the Arts Council.



## How to Apply

### *Application Process*

Interested candidates are invited to apply by providing the following 2 items *using the guidelines* in the appendix to this information: -

1. A CV highlighting your relevant experience for this role
2. A focused covering letter.

Please email your application in strict confidence, **including 'Communications Manager role application' in the subject header** to [recruitment@musicnetwork.ie](mailto:recruitment@musicnetwork.ie)

Closing date for applications: **Friday 24<sup>th</sup> September, at 4.00 p.m.**

### **Interview Dates and Selection methods**

- Initial short-listing of candidates will be on the basis of the information contained in their application
- Further short-listing *may* be conducted on the basis of a brief phone interview
- Candidates who are short-listed will be invited to attend for an initial interview to be held in Dublin in mid-October.
- Dependent on the outcome of these interviews, candidates *may* be invited for a second interview.

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- This job description describes the principal purpose and main elements of the job. It is a guide to the nature and key responsibilities of the job, but is not intended as a wholly comprehensive or permanent description.
  - Applications are invited by email only.
  - In the event that a large number of candidates meet minimum eligibility requirements for the role, Music Network may decide to invite a smaller number to interview. This is not to suggest that other candidates are necessarily unsuitable or incapable of undertaking the job, rather that there are some candidates who are, *prima facie*, better qualified and/or have more relevant experience.
  - The onus is on short-listed applicants to make themselves available on the date(s) specified by Music Network and to make whatever arrangements are necessary to ensure that they receive communications sent to them at the contact details specified in their application.
  - To all recruitment agencies: Agency CVs or applications will not be accepted in relation to this role. Music Network is not responsible for any fees related to unsolicited applications
  - For the purposes of administering the recruitment process for this role, Music Network will require your personal information such as name, address, phone number etc. All personal data will be processed in line with Data Protection Regulations and Legislation and will only be used as outlined above, to meet legal and regulatory obligations.

## **Appendix - Application Details and Guidelines for the role of Communications Manager, Music Network**

Interested candidates are invited to apply by providing the following 2 items using the guidelines below:-

- 1. A CV**
- 2. A covering letter that engages with the opportunity presented by the role.**

### **1. CV Guidelines**

- No more than **4** pages highlighting your *relevant* experience for this role.
- Present your experience in *reverse* chronological order.
- Where possible, give an insight into any direct reports and/or experiences that serve to illustrate your responsibilities/impact.
- Indicate 3 referees we may contact in the latter stages of the process. Contact details not necessary at this point.

### **2. Covering Letter**

A covering letter of no more than 2 pages. It is essential that the covering letter succinctly addresses the following questions:-

- What are the key elements of your experience that you feel have prepared you for this role?
- What attracts you to the role/organisation?