



## Head of Communications and Marketing

Music Network is seeking to recruit a dynamic, experienced and highly-motivated Head of Communications and Marketing to lead the department and to play a key role in an exciting and varied programme as part of our dedicated team.

Full-time, Dublin (Ireland) based.

Closing date for applications: 5 p.m. on Thursday 6<sup>th</sup> October 2022

Please forward a CV and covering letter explaining why you are right for the role to [operations@musicnetwork.ie](mailto:operations@musicnetwork.ie) marked 'Head of Communications & Marketing' by the closing date. Interviews will be held on Friday 14<sup>th</sup> October in Dublin.

Salary range: €45-55K per annum.

### About Music Network

Music Network is a national music touring and development organisation, passionate about making live music happen. We make high quality live music available and accessible to people throughout Ireland, and support musicians to excel in the performance and creation of music. The organisation holds a unique position in the Irish music sector and is a highly valuable resource for the development and presentation of live music. We work in music education, support musicians at various career stages, and provide concerts, residencies and learning and participation activities with our partners.

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### Role Overview

Music Network seeks to recruit a dynamic, experienced and highly-motivated professional to fulfil the role of Head of Communications and Marketing. This role provides the opportunity to shape the communications of the organisation and bring imagination and new ideas to bear. The role is ideal for a strategic yet highly practical person with experience in communications/marketing.

The Head of Communications and Marketing will play a vital role in supporting and promoting Music Network's artistic ambitions across an exciting portfolio of programmes and year-round activities. The programme focus is primarily on classical, jazz and traditional

music and aims to deliver on Music Network's three strategic priorities - Musicians, Audiences and Partnerships. Details of all aspects of our work can be found at [www.musicnetwork.ie](http://www.musicnetwork.ie).

Reporting to the CEO, leading the Marketing Department and the work of the Marketing Executive and Development Manager, the Head of Communications and Marketing will be part of a tight-knit and dedicated team who are passionate about the value of the arts and music in peoples' lives.

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](#).

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## **Job description**

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

**Title:** Head of Communications and Marketing  
**Reporting to:** Chief Executive  
**Direct reports:** Marketing Executive and Development Manager  
**Key Internal Relationships:** Board of Directors, CEO, Marketing Executive, Development Manager, Programmes Team, Finance Manager  
**Key External Relationships:** Programme partners, publicist, media, suppliers

## **Purpose of Role**

This is an exciting senior role in the organisation with the opportunity to shape the communications strategy and to manage and develop Music Network's communications objectives, including internal and external communications relating to a diverse portfolio of activities. This includes working with our Head of Programmes in relation to promotion and publicity for programmes, and assisting promoters to develop audiences at local level around the country, while also overseeing the integration of the communications and development functions of the organisation.

The position involves working in a small, vibrant and fast-paced environment within an organisation committed to developing music in Ireland.

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## **Key Duties and Responsibilities**

### **Marketing & Communications**

- Responsibility for managing, developing and implementing Institutional Marketing activity, in conjunction with our CEO and Head of Programmes

- Lead the development of and oversee the creation of all marketing collateral and ensure high standards of creativity, quality and accessibility are maintained across all channels while ensuring that appropriate deadlines are met
- Develop in-depth understanding and experience of the actual and potential audience and implement our Audience Development plan, increasing and diversifying audiences for music in Ireland, supporting musicians and realising Music Network's strategic objectives
- Liaise with external publicist to devise, develop and implement comprehensive PR strategies
- Work closely with the CEO and Development Manager to support fundraising and income generation
- Lead the strategic development of the Music Network brand and oversee brand management
- Oversee creative campaigns that engage a diverse range of audiences
- Support Music Network in fostering a culture of inclusivity and diversity internally and externally
- Cement and enhance the Music Network brand locally and nationally.

### **Audience Development**

- Lead on growing new audiences while retaining and deepening relationships with current audiences
- Diversify and strengthen Music Network's range of partners and funders through audience development
- Advocate for the value of live music in society
- Deepen and broaden our engagement with key programme partners
- Ensure our professional opportunities are actively promoted to the widest cohort of musicians possible.

### **Relationship Development**

- Lead relations with any external advisors and / or third party contractors as they relate to the department
- Develop effective relationships with key media players
- Understand and strengthen the relationship with audiences and programme partners
- Work with the CEO to enhance internal communication structures throughout the organisation.

### **Strategic development**

- As part of the senior management team, take a pro-active role in the planning and development of new strategic initiatives in conjunction with the CEO
- Specific responsibility for the organisation's Communications Strategy
- Monitoring and analysis of data relating to current activity in order to inform new developments

- Deepen relations with key stakeholders in order to raise the profile of the organisation
- Engage actively in the implementation of the Organisational 5-year Strategy with a particular focus on objectives relating to your department.

## **General**

- Attend performances, meetings and events as required
- Securing and servicing media partnerships including management of acknowledgement and facilitation needs. Similar support servicing corporate sponsors as required
- Assistance with preparation and/or presentation of fundraising proposals
- In line with the evolving needs of the organisation, undertaking other duties as may from time to time be assigned.

## **Person Specification**

The ideal candidate will have:

- At least 3 years' experience leading a Communications function or an equivalent role, demonstrating the ability to lead a department or team
- The flair and creativity to devise effective communications strategies
- A commitment to ensuring the highest standards in the presentation of live music
- Experience in managing relationships with key suppliers such as photographers, copywriters, publicists, design and print agencies
- Excellent interpersonal, communication (including verbal, written and presentation skills), project planning and delivery skills
- A dynamic approach to work and an ability to work consistently and accurately to deadlines in a fast-paced environment
- Strong demonstrable knowledge of communications tools including marketing & communications strategies, public relations and digital marketing
- The ability to use marketing as part of a strategic approach to audience development
- Experience in managing and supporting staff
- Budget planning and management skills
- A keen awareness of the strategic value of PR and marketing
- Literacy in all basic computer packages and digital media platforms
- A natural capacity to facilitate productive relationships with partners, staff and stakeholders
- The ability to work well using their own initiative whilst also contributing to a small, agile team.

Desired:

- Vision, combined with the ability to make things happen
- Passion and enthusiasm for music and the arts, both in Dublin and throughout Ireland.

## 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 final salary offered will depend on the experience of the successful candidate. The role involves some attendance at performances and events and a full driving licence and access to a car would be advantageous. 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).

\*On successful completion of your probationary period of employment. 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 to [operations@musicnetwork.ie](mailto:operations@musicnetwork.ie) marked **'Head of Communications & Marketing'**

Closing date for applications: **5 p.m. on Thursday 6<sup>th</sup> October 2022**

## Interview Dates and Selection methods

- Initial short-listing of candidates will be done on the basis of the information contained in their application
- Candidates who are shortlisted will be invited to attend for an initial interview in Dublin on 14<sup>th</sup> October.
- Dependent on the outcome of these interviews, candidates *may* be invited for a second interview.

- 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 Guidelines for Head of Communications & Marketing role, 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?