



PATRON: MICHAEL D. HIGGINS
PRESIDENT OF IRELAND

July 2021

Dear Applicant,

Please find enclosed an application pack for the position of **Marketing & Communications Manager** with Ballet Ireland.

This pack includes:

- About Ballet Ireland
- How to Apply and Timeline
- Job Description & Person Specification
- The Application Form - the questions that are included in the online application form
- A link to our online Application Form and Equal Opportunities Monitoring Form

We hope that this pack will help with any questions you might have about the role and the application process. However, if you have any further queries, please contact us at info@balletireland.ie or call on +353 46 955 7585. The office is not staffed every day at the moment due to homeworking, so you may have to leave a message, but we will return your call as soon as possible.

We look forward to receiving your application and thank you for your interest in Ballet Ireland.

Best wishes,

Martin Lindinger

General Manager



1. ABOUT BALLET IRELAND

BALLET IRELAND is the only funded professional ballet company in Ireland. Established in 1998, Ballet Ireland presents an exciting programme of traditional full-length classics and new, cutting edge contemporary ballet that challenges, inspires and entertains audiences.

We endeavour to create excellent work that makes a lasting impact, develops dance as an art form and improves the lives of future generations of audiences. Alongside traditional productions of *Swan Lake* & *The Nutcracker*, recent achievements include critically acclaimed performances of contemporary work by Ohad Naharin, Ludovic Ondiviela and Zoë Ashe-Browne. We demonstrate our commitment to propelling the artform forwards by supporting and developing Irish choreographic voices. Recent bursary recipients include Luke Murphy and Roisin Whelan.

The company tours its productions to large scale theatres in Dublin and regional theatres throughout Ireland, North and South. Touring affords the opportunity for our audiences across the country to access, enjoy and be inspired by professional ballet.

During the school year, the company's Education Team works with Primary Schools throughout Dublin, enhancing the current school curriculum and enabling pupils experience new opportunities to widen their artistic exposure.

Ballet Ireland Summer Schools, held in theatres throughout the country, enable aspiring young students undertake week-long workshops, culminating in onstage performances with dancers from the company. These experiences offer students the unique opportunity to engage with professional dance artists, planting the seeds for a career in dance.

In 2013, we were honoured when President Michael D. Higgins became our Patron. As our support grows, we will continue to mentor young dancers, our collaborations with leading arts organisations will strengthen, and we will increase opportunities for leading dancers, choreographers and designers to work with the company.

We're looking for a **Marketing & Communications Manager** to be a part of the Ballet Ireland team.

Our artistic programme for 2021/22 includes:

- Strokes Through The Tail (film)
- Nutcracker Sweeties
- Bold Moves (triple bill)

Please see our website for further project details - www.balletireland.ie

THE COMPANY:

CEO & Artistic Director: Anne Maher

General Manager: Martin Lindinger

Education Officer: Stephen Brennan

To be recruited: Marketing & Communications Manager

BOARD OF DIRECTORS:

- Gerardine Connolly (Chair)
- Louise Carpendale (Secretary)
- Anne Marie Barton
- Heather Kennedy
- Una O'Hare
- Geraldine O'Loane
- Eilis Quinlan

Ballet Ireland's annual turnover is circa €900,000. Ballet Ireland is an Arts Council Ireland Strategically Funded Organisation. Ballet Ireland is a company limited by guarantee and a registered charity.

For more information, please go to our website: www.balletireland.ie



2. HOW TO APPLY

Please see the final section of this pack - The Application Form. These are the questions that form the online application form (link below). We include the questions here so that you can prepare your answers in advance in a separate document, and copy and paste them into the online form when you are ready to submit.

Please submit a completed online application form. Please also complete the equal opportunities section. This will not be shared or be part of the selection process. This information will help us to check that our recruitment opportunities have a wide ranging reach.

TIMELINE

The closing date for completed applications to be submitted online is **5pm on Thursday 5th August 2021**.

Shortlisted candidates will be contacted by phone or email and invited to an interview on **Thursday 12th August**. Whilst we will work to accommodate every applicant, please do your best to ensure you may be available for this date.

We will contact every applicant once shortlisting has taken place after the deadline.

- **Application deadline:** 5pm, Thursday 5th August
- **Interviews:** Thursday 12th August

OUR COMMITMENT TO EQUITY, DIVERSITY AND INCLUSION.

Ballet Ireland strives to be equitable and inclusive across our workforce, governance and creative delivery. Team members and stakeholders contribute to and develop our Equity, Diversity and Inclusion Action Planning.

We are committed to making reasonable adjustments to support access requirements. Please let us know if you would like to discuss the office environment, working arrangements, access requirements or potential adaptations, or have questions around access and inclusion. Our office is wheelchair accessible.

3. JOB DESCRIPTION - JULY 2021



Marketing & Communications Manager

3 days per week

1 year fixed term employment contract

Salary: €20-25K Pro Rata, dependent on experience

Holiday: 17 days including bank holidays

Reports to: CEO

Responsible for: Temporary, freelance & short-term team members

Staff benefits: Cycle to Work scheme; Annual leave entitlement

Overview

Ballet Ireland sees marketing and communications as an integral part of our creative delivery. Our marketing and communications strategies go hand in hand with our programme and projects, forming a vital part of our identity, our sector profile and our work with partners, participants and audiences.

In seeking a Marketing & Communications Manager to join us as a member of the core team, we are looking for someone with insight, vision and drive who can ensure day-to-day, task-based delivery as well as contributing to our strategic thinking. This combination will underpin the development and sustainability of our work, as a key member of a supportive team.

Our primary office is located in Summerhill, Co. Meath and we are seeking an individual who is able to travel to the office when required. Due to Covid-19, staff continue to work from home when not in the office. We will discuss arrangements in more detail with the successful candidate. We will regularly review the office risk assessment and discuss the potential to support staff to retain an element of working from home where they wish to do so.

STRATEGIC

- To develop and deliver a marketing and communications strategy for Ballet Ireland.
- To create and deliver effective audience development and public engagement strategies in collaboration with presenting partner organisations.
- To lead on Ballet Ireland's brand development and ensure the company achieves maximum visibility.
- To lead on digital development; including website content, online events, digital access and inclusion.
- To oversee press campaigns and work with our PR consultants to secure coverage for Ballet Ireland as a company and as part of individual project campaigns.

- To contribute to the development and implementation of our Equality, Human Rights & Diversity Policy and Action Plan.
- To set annual targets for levels of engagement.
- To collaborate with other team members on the development of Ballet Ireland's overall vision.

MANAGERIAL

- To manage other freelance collaborators such as graphic designers and PR consultants.
- To manage marketing and digital development budgets.

MARKETING AND PUBLICITY

- To create and lead on marketing, communications and audience development campaigns for all Ballet Ireland projects.
- To manage the design, production and distribution of all marketing printed and online promotional materials.
- To write or oversee the creation of project, website and social media copy, marketing packs and publicity images.
- To produce press releases in collaboration with PR consultants.
- To sign off any marketing materials produced using our branding and ensure our branding and style guidelines are adhered to internally and externally.
- To produce company marketing materials and ensure stocks of print are adequate.

DATA AND COMMUNICATIONS MANAGEMENT

- To manage the design, copy writing and distribution of the regular Ballet Ireland e-newsletters and develop strategies for growing the subscriber and mailing lists.
- To manage the central data collection into the email marketing system, to work with the General Manager and ensure that the management and use of data complies with GDPR and best practice.
- To oversee the creation, design and content of all other forms of external communication including event invitations, reports, project programmes or associated print (either designing them or working with freelance graphic designers).
- To develop effective reporting tools to track progress of marketing strategy and campaigns to inform future planning.
- Work with the General Manager to manage collection and collation of audience participant data across all programmes.

REPORTING

- Devise a monitoring and evaluation system for measuring the value of social media activity to the organisation, including competitor benchmarking, reporting monthly on results.
- To support Art Council Ireland's annual return process in relation to detailed audience data.
- To support the evaluation and reporting of all projects to supporters and funders including the collation of audience data, feedback and press coverage and analyse and disseminate as appropriate.

SOCIAL MEDIA

- To manage and grow Ballet Ireland's social media presence including monitoring conversations and online reputation across Twitter, Instagram, Facebook, Vimeo and YouTube.
- To ensure that Ballet Ireland's online presence is a constantly evolving tool for communication with existing and potential audiences and is used to its full potential.

AUDIENCE DEVELOPMENT – PROJECT SPECIFIC

- To provide support for any additional marketing/engagement/audience development capacity for presenting partners in order to establish meaningful relationships to encourage future engagement.
- Through audience and community research and targeted activity, develop new audiences and engage communities for specific projects. These will include a diverse range of individuals from target areas, some of which may be of low cultural engagement.
- To work with partners to collect detailed audience and participant data, and other monitoring information to track progress of projects.

DEVELOPMENT

- To contribute to funding applications and funder reporting as necessary.
- To integrate fundraising tools into Ballet Ireland's website.
- To produce development print/materials as necessary.

OPERATIONAL

- To support the team with recruitment, marketing and strategy.
- To represent Ballet Ireland at press nights, conferences, meetings and other events as required.
- To keep up to date with latest marketing and audience development initiatives and trial appropriate new innovations.
- To undertake other duties and research as reasonably required.

PERSON SPECIFICATION

ESSENTIAL

- Minimum of 3 years' experience in marketing, communications, market research, audience development and engagement with communities and participants.
- Expertise in developing the digital space and in digital storytelling and curation.
- An ability to demonstrate experience at a strategic level.
- An ability to demonstrate leadership skills.
- Knowledge of the arts and cultural sector.
- Meticulous attention to detail and high standards of copywriting, editing and proofing skills.
- A high standard of organisation and efficiency.
- Experience of multi-tasking, ability to prioritise and work to strict deadlines independently.
- Experience of working with graphic design software.

DESIRABLE

- Knowledge of and passion for the work of Ballet Ireland.
- Knowledge of Ireland and its communities.
- Experience of working with the media and shaping opinion in the arts sector.
- An understanding of the local and national arts and cultural ecology.

This job description is a guide to the nature of the work required of the Marketing & Communications Manager and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.

All offers of employment at Ballet Ireland are made subject to receipt of satisfactory references. Additionally under immigration laws, we are required to check that anyone taking up employment with us has the legal right to work in Ireland. All successful applicants will, therefore, be asked to provide us with documentary evidence to support their entitlement to work in Ireland prior to taking up employment.

DATA PROTECTION

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application and in the recruitment process. Once this process is completed the data relating to unsuccessful applicants will be destroyed. If you are the successful candidate, your application form will be retained and form the basis of your personnel record. Information provided by you on the equal opportunities monitoring form will be used to monitor Ballet Ireland's equal opportunities practices. By submitting your completed application form you are giving your consent to your data being stored and processed for the purposes of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate.

Good luck with your application.



4. THE APPLICATION FORM

The application and equal opportunities form is an online form. We include the application form questions here to enable you to prepare your answers in advance in a separate document, from which you can copy and paste into the online form.

Questions in the Application Form:

Marketing & Engagement Manager Application Form

Please complete your application by 5pm on Thursday 5th August 2021 to be considered for the role.

Title; Surname; Other Names.

Home Address; Postcode; Contact telephone number; Email address.

Past Employment

Please provide us with your last **three** most relevant jobs: Current / most recent Job Title; Dates; Organisation.

Please provide a brief outline of your main responsibilities.

x3

Training and Education

Please use this opportunity to let us know about your education (names of schools/colleges and dates attended), and any qualifications/ awards you have. A degree or equivalent is not a prerequisite for this role, we are open to candidates with experience based knowledge.

More About You

Please outline why you would like to work for Ballet Ireland and how your experience is relevant for the role of Marketing & Communications Manager.

300 word limit.

Please tell us about a marketing / communications / engagement project that you've undertaken. Please tell us how you planned and executed it. What were the successes and challenges of the project? What was the result? Include how you decided to target the marketing / communications / engagement and what methods and media you used.

300 word limit

Is there anything else you would like us to know about you? If you have specific access requirements, or ways in which we can make progressing in the recruitment process easier for you please outline them in this section.

References

Please provide details of two people, not related to you, who will provide an employment reference for you. One of these must be your current or most recent employer if you are not currently employed. The other should be a referee who can express a professional opinion on your work and your ability to perform the job for which you are applying.

We will not contact your referees unless you have been offered the position. Their details will not be stored after the recruitment is complete.

Referee Name; Relationship to you; Email address; Phone Number;
x2

File Upload

Upload your CV or other material relevant to your application.

Equal Opportunities Form

Ballet Ireland is an Equal Opportunities Employer. This means Ballet Ireland will ensure all applicants receive equal treatment, irrespective of age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; or sexual orientation. Once received, the form will be separated from your Application Form.

5. LINK TO ONLINE APPLICATION FORM:

<https://form.jotform.com/211653227387357>