

Communications & Development Manager

(P/T - Maternity Cover)

Job information Pack

November 2021



ABOUT CARLOW ARTS FESTIVAL

Carlow Arts Festival (CAF) is an annual multi-disciplinary Arts Festival which takes place in Carlow each June and is the first of the summer Arts Festivals in Ireland. We value Inclusion, Audacity, Fun, Passion and Preparedness. Our Place is Carlow.

In 2020 the festival undertook a period of strategic planning to address the impact of Covid-19 on how we make and present our festival. It also allowed us to introduce new working models that could influence the more long-term and sustainable working practices within our festival.

This strategic review resulted in development of a short to medium-term three-year plan (2021-23) which focuses on five key strategic goals for the period 2021-23:

- **SUSTAINED COMMITMENT TO ARTISTIC EXCELLENCE + ARTIST DEVELOPMENT** by instigating a more formal artistic development approach in the programme from 2021 focused on dance, street art and circus artists, combining mentoring, on-site training and showcases.
- Making **INCLUSION + PARTICIPATION** an intrinsic goal, by investing in the long-term, often invisible work of participation, collaboration and engagement with our local community.
- **OPENING UP** by expanding our reach across Carlow County and continuing to build on our central commitment of access to great art for everyone.
- **HARNESSING THE POWER OF DIGITAL TECHNOLOGY** by continuing to rethink, reset and reinvent what we do, the work artists can make and how we reach wider audiences.
- **ENSURING THE ORGANISATION FIT FOR PURPOSE** by strengthening our partnerships, growing our financial resilience, developing our fundraising capacity and increasing our skills and capabilities in the digital arena.

These goals guide our priorities and decision making as we look to the future under new leadership of our newly appointed Artistic Director and CEO Benjamin Perchet. They are

underpinned by our commitment to the intrinsic goals of inclusion and participation, championing accessibility through free access and insisting that the arts are for everyone.

COMMUNICATIONS AND DEVELOPMENT MANAGER

JOB DESCRIPTION

Carlow Arts Festival (CAF) is seeking an experienced, energetic and creative Communications and Development Manager to undertake the delivery of our ambitious communications and development strategy on a part-time maternity cover basis. We're looking for someone who is passionate about the arts and is an avid consumer of it across all forms and expressions, someone who is meticulously organised, administratively strong, and who has experience working in the arts. The Communications and Development Manager is a key member of the CAF team. The role will include the management of institutional marketing, press and publicity, and the development of strategies for audience development, income generation and can join the dots between sector role players and funders

RESPONSIBILITIES

- Management of all marketing & promotional campaigns, e-marketing, advertising, social media management, website management and distribution of materials.
- Develop, implement, and manage a marketing plan for the festival incorporating communications, sales and audience development strategies.
- Lead on the planning and organisation of any partner events.
- Lead on economic impact reporting and developing tracking and metrics to monitor all audience engagement and activities.
- Design, implement and lead on the Carlow Arts Festival tone and brand for all external publicity.
- Manage relationships with journalists and other key stakeholders in the industry
- Develop a consistent branding template for the organisation to support with funding applications and internal documents developed for external distribution.
- Manage all third-party service providers for marketing, design, print & press/media.
- Supervision of Box Office and its operations & analysis including database management, industry benchmarking, website analytics and sales reporting.
- Coordinate with Artistic Director/CEO publicity for the festival and other event publicity
- Manage marketing budgets allocated and ensure the best value is obtained from key suppliers in consultation with the Executive Producer and Artistic Director/CEO.
- Oversee design and delivery of Festival programme (print and online).
- Work closely with the festival sponsors to ensure agreed outcomes are delivered.
- Support with Festival funding applications where required.
- Identify Sponsors for specific strands and events in the festival programme.
- Maintain and develop relationships with sponsors (existing and new).
- Identify new funding opportunities for the organisation.

PERSON SPECIFICATION

The successful candidate will have:

- A minimum of three years relevant experience in Communications

- Experience of developing/ delivering fundraising / advocacy campaigns
- A high level of competency in written language, organisational skills with acute attention to detail, clarity of presentation and ability to handle a busy workload.
- A high level of competency in IT including but not limited to Microsoft applications including Word and Excel, and a working knowledge of Photoshop, WordPress or similar CMS would be an advantage
- An ability to work as a creative and cooperative part of a larger team
- Experience with various social media profiles, including Facebook, Twitter, YouTube and Instagram
- The ability to work independently and effectively in a busy environment
- Excellent problem-solving skills.
- Experience of managing and supporting staff
- A Degree in an Arts or Marketing related subject will be an advantage but is not essential.

CONDITIONS OF EMPLOYMENT

- Part-Time Role (Maternity Cover, 2 days/week, Dec 21 – July 2022)
- Salary: €40k Pro Rata
- Location: Hybrid - Remote Online and Office Based (Festival HQ Office, Carlow)
- The probation period is 6 months, up to a maximum of 9 months.
- The successful candidate will be subject to Garda Vetting in accordance with the requirements of the National Vetting Bureau Act 2012 to 2016 (as amended). This legislation provides a statutory basis for the vetting of persons carrying out relevant work with children or vulnerable persons.

APPLICATION PROCESS + HOW TO APPLY

Deadline for applications: 12 noon, Friday 10th December 2021

Please email your application to director@carlowartsfestival.com

To apply for this role, please provide the following documents:

- An up-to-date CV with an overview of your career history and achievements
- A supporting statement (maximum two 2 pages) that outlines your interest in Carlow Arts Festival and your fit against the essential experience criteria set out in the Personal Specification

If you have access requirements and would like to make your application proposal in an alternative format to a written statement and CV please contact director@carlowartsfestival.com

Interviews will be held the week starting 13th of December 2021

Data Protection Notice: The basis for processing your personal data is to progress your application for the position that you are applying for with Carlow Arts Festival. Outside of the relevant recruitment team, the information provided in your application will only be shared with a designated short-listing and/ or interview board. In accordance with the principles of the General Data Protection Regulations, the information received from you will not be used for any other purpose by Carlow Arts Festival and will be destroyed in accordance with Carlow Arts Festival's Data Protection Policy.