



Head of Content

Role Profile

A. Details

Position:	Head of Content
Grade:	Higher Executive Officer
Whole Time Equivalent:	Full Time - 5 days per week
Reports to:	Strategic Development Director

B. Department & Role Overview

The Strategic Development Department in the Arts Council leads the organisation in the development, implementation and evaluation of our corporate strategy, Making Great Art Work, and is responsible for change and programme management within the organisation through the programme management office (PMO).

The head of content is a new role for the Arts Council and has been identified as part of our ongoing business transformation programme to streamline and simplify our funding application processes.

This is an exciting time to be working in the Arts Council. The number of applications we process annually tripled during Covid while our funding from government practically doubled. We now manage 9,000 funding applications per year from artists and arts organisations through our online services website.

Our aim with this role is to create a content strategy for the funding applications process that is supported by robust content governance so we can support applicants to make high quality applications to the Arts Council.

We are looking for a candidate with ideas who can shape the role.

C. Key Responsibilities

As Head of Content

- Develop and deliver content strategy for managing funding content
- Oversee content operations for our online applications website
- Establish and embed best practice content governance to ensure quality standards are maintained

- Work with developers to optimise the content management tools to manage publication of guidance notes, application forms and report forms
- Train staff to create and publish content
- Establish research protocols for external user testing
- Identify performance metrics to support continuous improvement of funding content for users
- Ensure that the Arts Council online content conforms with The European Union (Accessibility of Websites and Mobile Applications of Public Sector Bodies) Regulations 2020

As a Manager

- Drive the values, vision and mission of the Arts Council;
- Actively contribute to the delivery of the Arts Council's strategic goals and the ten year strategy Making Great Art Work;
- Manage multiple work streams while delegating effectively
- Foster strong working relationships across the organisation
- Strive to develop and implement ways of working effectively to meet objectives;
- Be flexible and willing to adapt, positively contributing to the implementation of change;
- Take responsibility and be accountable for the delivery of agreed objectives;
- Lead project teams by example, coaching and supporting individuals as required;
- Identify and provide on the job up-skilling and training opportunities as appropriate
- Set clear and effective objectives for the team in line with the overall Arts Council goals and strategy
- Successfully manage a range of different projects and work activities at the same time;
- Delegate work effectively, providing clear information and evidence as to what is required;
- Practice and promote a strong focus on delivering high performance and service delivery;
- Contribute to strategic decision-making where required;
- Create and maintain collaborative internal and external relationships;
- Make clear and timely decisions on important issues as required.
- Any other duties appropriate to the Grade that may be assigned from time to time

D. Skills Knowledge and Experiences

- Ability to manage all stages of the online content life cycle including creating, evaluating, updating and reviewing;
- Ability to use data to inform business improvements;
- Project management skills to deliver challenging projects with multiple stakeholders;
- Strong communication, facilitation and influencing skills;
- Good troubleshooting and analytical skills;
- Track record of managing content operations for large and complex websites;
- Experience of using agile methodologies to drive change;
- A commitment to high standards of public service;

- The ability to communicate through the Irish language, both verbal and written, desirable

E. Qualifications:

The successful candidate will have 3+ years' experience, ideally a primary degree, and preferably a post-graduate or professional qualification in a relevant area.