



Communications Director

Role Profile

A. Details

Position:	Communications Director
Grade:	Assistant Principal
Whole-time equivalent:	Full time
Reports to:	Arts Council Director / Senior Director

B. Department & Role Overview

The Arts Council is the Irish government agency for developing the Arts. We work in partnership with artists and arts workers, arts organisations, public policy makers and partners, to build a central place for the Arts in Irish life. We currently have seventy permanent staff and ambitious plans to grow our permanent staff base over the coming 6-12 month period.

The Communications Director will partner with the Senior Management and Leadership Teams to help ensure the Arts Council effectively promotes its work and public engagement with the Arts. As a member of the Senior Management Team, the Communications Director will effectively contribute to the delivery of the organisation's strategic goals, partnering, developing, directing and advising on Communications related activities. Aligned with Senior Managers and the Leadership Team, the Communications Director will promote the work of the Arts Council as a development agency, drive awareness of and engagement with funding, and promote public engagement with the Arts. This work will be executed using an integrated marketing & communications strategy, while ensuring alignment with Arts Council values, vision, mission, goals and objectives.

As a leader, the Communications Director will establish a cohesive work plan in collaboration with the team and with key stakeholders across the organisation. This plan will be measurable and will support the strategic objectives of the organisation. The Communications Director will manage and support the team, ensuring that each individual has clear and challenging objectives alongside longterm development opportunities.

The Communications Director will excel at narrative development, ensuring that the complexity of the Arts Council can be distilled in key messages for use across media, government stakeholders, and beyond. They will be operating at the forefront of Communications strategic best practices and be excited about continually adapting their approach to meet the shifting needs of audiences. The Communications Director will be adept at applying audience research to their work, responding to short-term changes and working towards long-term audience engagement goals.

C. Key Responsibilities

As Communications Director, the successful candidate will:

- Partner with the organisation to develop the Communications Strategy, ensuring that an ambitious, measurable plan exists to support the Arts Council strategy, Making Great Art Work.
- Drive an ambitious annual workplan to support the communications strategy. This workplan should anticipate organisational priorities, support the communications strategy, and employ a variety of communications tools from public relations, digital marketing, advertising & events in an integrated plan aligned to measurable goals and clear messages.
- Build and maintain excellent relationships across the organisation, ensuring that the organisation feels supported, informed, and excited about the work of the Communications department.
- Build and maintain excellent relationships with external stakeholders, particularly with the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media.
- Support the Director & Chair in the design and delivery of Public Affairs initiatives and communications.
- Support the Director in executive communication with particular focus on creating a compelling narrative to express the impact of the work of the Arts Council in key government engagements and publications.
- Proactively manage the reputation of the Arts Council with key consideration to the media presence of key personnel.
- Take a lead on crisis communications, ensuring that potential issues are analysed in advance, that external agency support is taken on appropriately, and that a clear and coordinated approach is taken.
- Manage the Communications team to ensure the team has clarity about their roles and goals, is sufficiently resourced, and is motivated and engaged with their work in the Arts Council.
- Take responsibility for the digital presence of the Arts Council, ensuring future projects such as a new website and the roll out of the digital marketing strategy are achieved efficiently.
- Take responsibility for the public relations presence of the Arts Council, ensuring that the team has sufficient support and resources to deliver on public relations goals.
- Manage the Reception team and ensure they have sufficient support and are aligned with the priorities of the team and organisation.
- Manage the Arts Council corporate identity and brand, taking responsibility for the consistent application of brand guidelines and any future re-designs.
- Deliver effective and on-brand events to promote the work of the Arts Council.
- Report on the work of the Communications Department internally to ensure the organisation and Council feel fully informed of scope of the team's work and progress towards goals.
- Assess the need for external agency support and manage any relevant tenders or contracts effectively.
- Plan and manage the communications budget.

As a member of the Senior Management Team:

- Drive the values, vision and mission of the Arts Council.
- Actively contribute to the delivery of the Arts Council's strategic goals and its strategy Making Great Art Work.
- Actively contribute to the development of strategies and policies for the organisation.
- Contribute to strategic decision-making on investment and policy, including annual budgeting.
- Bring a focus and drive to building and sustaining high levels of performance and service delivery, addressing any performance issues as they arise.
- Look critically at issues to see how things can be done better – identify and take opportunities to exploit new and innovative service delivery channels and ways of working.
- Lead and maximise the contribution of staff as a whole.
- Create and maintain collaborative internal and external relationships.

- Clearly define objectives and goals, delegate effectively, encourage ownership and responsibility for tasks and deliverables.
- Be accountable for and contribute to strategic projects as required.
- Make clear and timely decisions on important issues as required.
- Such other duties as may reasonably be assigned from time to time by the Director/Senior Director.

D. Skills Knowledge and Experiences

- 3 – 5 years experience leading a Communications function or in an equivalent role.
- Strong demonstrable knowledge of communications tools including integrated marketing & communications strategies, public relations, digital marketing.
- Experience in strategy development and implementation, change management, evaluation and monitoring.
- Excellent understanding of the contemporary communications landscape and potential future trends.
- Excellent interpersonal, leadership, communication (including verbal, written and presentation skills), project planning and delivery skills.
- Have strong decision-making capability and the ability to influence, partner and negotiate with stakeholders and execute with excellence.
- Have a positive attitude, be motivated and results driven with strong influencing skills.
- Experience of or an understanding of the arts sector.
- The ability to communicate through the Irish language, both verbal and written, is desirable.

E. Qualifications

A third level qualification in a relevant discipline

Qualifications in strategic planning, digital marketing, public relations, project management are an advantage