

Communications Manager

Location: The Dock, Carrick-on-Shannon, County Leitrim

Contract: 30 hours/week over 4 days (25% remote work negotiable)

Salary: €28,800 (€36,000 pro rata)

Reporting to the Director

About The Dock

The Dock is Leitrim's flagship arts centre, housed in a landmark, riverside venue in Carrick-on-Shannon, Ireland. Built in 1828 as a Courthouse, The Dock is a significant heritage building which was restored by Leitrim County Council and reopened in 2005 as an award-winning arts centre. Facilities include three galleries, a performance space, community meeting spaces, and artists' studios. We present an artistic programme that spans dance, music, theatre, visual arts and more. We host and deliver socially-engaged activities and projects that provide opportunities to connect artists and communities in a meaningful way.

About the Role

The Communications Manager will work closely with The Dock team to communicate the aims and objectives of our forthcoming Strategic Plan and accompanying policies. They will be an effective communicator and collaborator with their colleagues to deliver an ambitious and inspiring artistic programme.

The Dock is committed to being an equal opportunities employer and to doing the work to ensure the future of the arts is more equal, equitable and representative of Irish society. We are particularly interested in applicants who are currently underrepresented within our team and sector; this includes but is not exclusive to people with Asian, Black, and ethnically diverse heritage, from the LGBTQIA+ community, and/or from working class background.

Key responsibilities

- Audience Development

Prepare a new Communications Plan incorporating strategies for Audience Development and Public Engagement in line with The Dock's EDI policy and action plan

Manage relationships with stakeholders including communities of place and interest

Conduct surveys and lead regular focus groups with target audiences

Assist with accessibility audits and review accessibility documents and information

- Brand Development

Develop and communicate The Dock's strategic aims and priorities

Ensure consistent application of The Dock's visual identity and style guide

Organise and archive professional documentation of programme activities

Manage The Dock's website and social media campaigns

Build and manage relationships with potential sponsors and media

Represent the Dock at industry events and network meetings

- PR & Marketing

Liaise with The Dock team, Box Office and Jury Room on programme activities

Liaise with artists, agents and visiting companies to gather marketing materials

Prepare and disseminate publicity materials including monthly newsletter

Monitor customer trends to assist with marketing decisions

Monitor sales patterns to ensure audience segments are targeted effectively

Manage and update mailing lists and databases

Manage booking system and related policies

Develop promotional packages for audiences and patrons

- General

Attend weekly operations meetings

Contribute to monthly strategy meetings

Review and streamline internal online storage at regular intervals

Undertake Safe to Create training as required

Other duties may be reasonably requested by The Director

Person specifications

- Essential

Genuine interest and enthusiasm for the arts

Excellent written and spoken communication skills

Excellent copywriting and proofing skills

Excellent attention to detail

Excellent time management

Minimum 3 years' experience in a similar role

Experience in planning, implementing and evaluating communication campaigns

- Desirable

Experience with Mailchimp and Ticketsolve box office system

Experience with Google Analytics

Experience with data analysis relating to audience development

Experience in design and design software

Please apply for the role of Communications Manager by sending a CV with two referees and letter of application outlining your experience and suitability for the role to thedockartscentre@gmail.com by 10am on Monday 23 September.
