



Programme and Communications Co-Ordinator

Dance Limerick is currently seeking to recruit a dynamic, experienced, and enthusiastic person to fulfil a two-year contract as Programme and Communications Co-Ordinator. The overall purpose of the role is to support the Director and the activities of Dance Limerick with administration and communication of the organisation's programme of events and activities. The successful candidate will be responsible for the programmatic and institutional marketing of the organisation.

The Programme and Communications Co-Ordinator will be based at 1 & 2 John's Square, Limerick, and will work alongside the Director and the Technical Manager in a tight-knit, collaborative, and supportive environment. S(he) will report to the Director, and from time to time to relevant Board Sub-Committees. The position is full-time (40 hours weekly) 10.30 am – 6.30 pm with flexibility required for evening and weekend events.

The main duties of the role are as follows:

Administration

Support the Director in co-ordinating Dance Limerick's performance, residency, training and engagement programmes and the annual Light Moves festival of screendance.

Efficient Management of the organisation's programmes for non-dance professionals including dance clubs for young people ages 2-14, the Youth Dance Ensemble and evening classes for adults. The post-holder will have specific responsibility for

- Liaising with teachers and participants
- Promoting the classes to ensure maximum participation
- Ensuring awareness of health and safety, child protection and other relevant legislative policies
- Arrange Garda vetting for teachers and leaders of youth programmes

Handle cash and report appropriately.

Assist the Director with funding and fundraising applications.

Meet and Greet Dance Limerick's audiences and provide box-office support during performances and events.

Communications

With the Director, develop and implement an institutional and programmatic communications plans for the organisation.

Devise and deliver marketing and PR campaigns and effectively promote all of Dance Limerick's events and opportunities.

Communications Materials

- Compile and write copy for communications materials including e-zines, brochures, catalogues and press releases as well as co-ordinate and oversee production of printed and advertising materials.
- Ensure all communications materials follow design guidelines, are produced on time and within budget.
- Maintain and update the Dance Limerick website and social media.
- Ensure the protection and promotion of the Dance Limerick brand.

Organise and attend events on behalf of Dance Limerick.

Represent Dance Limerick to external networks, both locally and nationally.

Monitor and document media coverage, including maintaining press cuttings files.

Manage and update Dance Limerick mailing lists and contact databases.

Communicate effectively with Dance Limerick staff, board and audiences.

Liaise with and manage suppliers including: media partners, PR agencies, designers, printers and web developers and ensure best value for money.

Audience Development

Increase quantity and quality of data capture of audiences at performances with in-person and online engagement, so as to expand awareness of Dance Limerick's brand, and to grow audience data by agreed targets.

Manage and report data captured across all methods of audience engagement including website analytics and metrics.

Conduct research to source new audiences and to consolidate and maintain existing audiences;

Measure current audience statistics, and raise the impact of programmatic and institutional marketing initiatives so as to reach an increased paid-seat occupancy by an agreed percentage per year across all shows.

Increase the number of online friends, followers on social media, and regular engagement with same by agreed targets each year.

Draft plans and reports as appropriate and report quarterly on marketing strategies and achievements, using analytics and social media insights.

Person Specification

Essential

- At least three years' experience in a similar role
- Excellent interpersonal and communication skills – both written and verbal
- Demonstrable experience of developing and maintaining effective relationships with a wide range of organisations and individuals
- Proven administrative, planning, organisational and evaluation skills
- Advanced IT skills in the following software packages: Microsoft Office (Word, Excel, Publisher), Eventbrite, MailChimp
- Availability and willingness to work flexible hours
- Ability to multi-task and meet tight deadlines
- Ability to work independently and as part of a small team
- Demonstrable understanding and knowledge of the contemporary arts sector and arts practice

Desirable

- Third level qualification in Communications, Arts Management or other relevant discipline
- Experience of writing successful fundraising proposals

CONTRACT TERM	2 years with 6 month probationary period
SALARY	Commensurate with Experience
TO APPLY	Send CV and letter of application outlining how you fit the criteria for the post, why you want to work with Dance Limerick and expected salary, to Jenny Traynor at jenny@dancelimerick.ie . Applicants should include contact details for two previous employers as referees.
CLOSING DATE	5 pm Thursday 13 April 2017
INTERVIEWS	Shortlisted candidates will be interviewed on Tuesday 25 April

Dance Limerick is funded by the Arts Council and Limerick City & County Council.

For further information about Dance Limerick see www.dancelimerick.ie