

## Communications and Development Manager (Re-advertisement)



### Job Description – April 2022

Dance Ireland is seeking a dynamic and experienced communications and development professional for this newly evolved role, who can lead on communications and marketing, and develop new relationships and opportunities in support of our strategic ambitions and fundraising needs. They will appreciate the nuances of working in the cultural sector, and will see themselves in the values of Dance Ireland, including:

- Artist-centred: have a good understanding of, and empathy for the needs of artists.
- Discovery: be curious, seek growth, and be ambitious for both the organisation and the artists we serve.
- Connection: build and maintain positive relationships internally and externally
- Expertise: bring a depth and breadth of experience in communications and engaging with a range of stakeholders and supporters.
- Openness: willing to work in a generous and inclusive way, enabling anyone who wishes to engage with our organisation to access the information or support they need.

This is an exciting opportunity to join a small, friendly team of arts professionals who are committed to supporting the development of artists and the art form of dance, based in DanceHouse – a centre of excellence for dance in vibrant Dublin 1.

This is a re-advertisement of this role. Previous unsuccessful applicants need not apply.

#### **Responsibilities and tasks:**

Reporting to the Chief Executive, the Communications & Development Manager is a key post in the organisation, responsible for effective communications internally and externally, ensuring that Dance Ireland and our Members are represented with integrity to funders, stakeholders, supporters, the media and the wider public. Working alongside the Chief Executive, this role will support the development of a coherent fundraising strategy, and lead on its implementation in line with the Dance Ireland strategy. From time to time, there may be other duties as required by the Chief Executive.

The Communications & Development Manager is the line manager for the Membership Engagement Officer.

#### **Marketing & Communications:**

- Develop, manage, and deliver communications and marketing strategies in line with the Dance Ireland strategy.
- Lead on creating and managing coherent online communications and social media marketing campaigns, in addition to overseeing print media commitments, working in collaboration with all staff.
- Be responsible for the Dance Ireland communications strategy, including content and media asset development, maintaining a responsive and forward-thinking approach.
- Support clear internal communications across work areas and timelines in support of strong planning and effective delivery of Dance Ireland programmes and organisational priorities.

- Work with the rest of the Dance Ireland team to increase the profile, awareness, and recognition of Dance Ireland, DanceHouse, our programme, and advocacy work in support of artists.
- Support Members with profile and communications development, ensuring quality and engagement; building awareness nationally and internationally for Irish dance artists and productions.
- Liaise with programme and project partners and supporters, ensuring appropriate acknowledgment across partnership programmes on websites, in all print and associated material as appropriate.
- Manage all communications, engagement, and reporting data in line with GDPR requirements.

#### **Development:**

- Nurture a culture of philanthropy and fundraising knowledge as part of the organisation's ethos, achieved through the delivery of Dance Ireland's strategy and programme.
- Work with the CEO to develop and deliver a coherent and integrated fundraising strategy in line with the Dance Ireland Strategy and business plan.
- Identify new opportunities to build relationships with potential donors, including corporates, individual donors and grant-making trusts and foundations, and be a key point of contact for these stakeholders and sponsors.
- Assist in devising and managing fundraising events and special events for donors and partners.
- Work with the CEO to achieve monthly and quarterly financial targets, and lead on all financial reconciliation for fundraised income, ensuring timely and accurate acknowledgement to all supporters.
- Support the CEO with the management of the Fundraising subcommittee.
- Work with the CEO and the General Manager to prepare annual and project funding grant applications and proposals, including research, data collation, and reports. Take responsibility for delivery of the Dance Ireland annual report.
- Manage all development and donor details (Individuals, Trusts and Corporates) in line with GDPR requirements, leading on best practice protocols for data entry, and upkeep.
- Lead on maintaining and updating supporters' lists on the website, in all print and associated materials as appropriate.
- Support the work of the CEO and undertake any other tasks as may be deemed reasonable and appropriate.

#### **Person Specification:**

The Communications & Development Manager will have:

- strong organisational skills, be flexible, and able to prioritise workloads as well as work on their own initiative.
- at least 3 years' work experience in a role or roles that allowed them to develop the skills and competencies necessary to undertake the responsibilities and tasks required of the Communications & Development Manager with confidence.
- strong networking and relationship cultivation skills and be comfortable developing and leading fundraising campaigns, dealing with high value donors and corporate partners, and developing pitches and funding applications.

Excellent communication skills – verbal and written, a keen eye for detail, and confidence in data management and reporting are all essential for this role.

Dance Ireland is committed to a policy of equal opportunity and welcomes applications from all sections of the community, particularly those underrepresented in our sector and our organisation. If you need further assistance or advice about this opportunity, or require this information in another format, please contact the Chief Executive, Sheila Creevey, in confidence: [sheila.creevey@danceireland.ie](mailto:sheila.creevey@danceireland.ie) or phone: 01 855 8800.

### **Terms of Employment:**

- This is a full-time, 3-year contract, based at DanceHouse, Foley Street, Dublin 1. However, we are currently implementing hybrid working, with the possibility of working from home up to 3 days a week. This will be reviewed regularly as required by the needs of the organisation and public health restrictions.
- The salary is €40,000 per annum.
- There is a 6-month probation period.

### **How to apply:**

Applicants are invited to submit:

- a CV outlining relevant experience.
- a letter of motivation, outlining your reasons for applying, and addressing the job specifications and how you connect with the values of the organisation.

Applications should be submitted by email to Sheila Creevey, Chief Executive of Dance Ireland: [sheila.creevey@danceireland.ie](mailto:sheila.creevey@danceireland.ie). Please use the subject title: “Communications & Development Manager Application [Your Name]”

The deadline for applications is **Monday 9<sup>th</sup> May @ 10am**.

Shortlisted applicants will be invited for interview on **Tuesday 17<sup>th</sup> May**. Interviews will be conducted in person at DanceHouse in Dublin, subject to public health restrictions. Please confirm your availability for this date in your application.

Start date: June/July 2022

## Supplementary Information // Communications & Development Manager Job Description

- This document provides summary information on Dance Ireland and the post of Communications & Development Manager and should be read in conjunction with the job description.
- To assist you in applying for this position, we encourage prospective candidates to consult our website: [www.danceireland.ie](http://www.danceireland.ie) and read our [Strategy](#).

The **Communications & Development Manager** is a key post in the organisation, responsible for effective communications internally and externally, ensuring that Dance Ireland and our Members are represented with integrity to funders, stakeholders, supporters, the media and the wider public.

### About Dance Ireland

Dance Ireland is the trading name of the Association of Professional Dancers in Ireland CLG. We are Ireland's national dance development organisation and true to our origins, we are proud to continue to be the representative body for the professional dance community in Ireland.

### OUR VISION

is of an Ireland where dance is valued and is vibrantly, actively, and confidently part of people's lives.

### OUR MISSION

To enable the development of dance as an art-form, a professional practice, and an activity of interest by:

- Expertly supporting all those working professionally in dance
- Creating enticing opportunities for participation that transcend age, ability and access
- Brokering connections between people, practices, and place in Ireland and internationally
- Inspiring confidence and encouraging curiosity about dance
- Fostering an actively engaged and informed dance community
- Being a strong voice for dance

### OUR VALUES

**Artist-centred:** We put the dance artist at the centre of all that we do. We respond to the needs and ideas of the dance community and take the lead in advocating for and exemplifying the conditions and environment in which dance will thrive as a profession, a practice and a passion.

**Discovery:** Every day in our studios, people explore new ways to express themselves through dance. We encourage and champion that spirit of inquiry which seeks to learn, to grow, to try something new. By doing so, we seek to build audiences for dance, inspire confident participation and progress professional practice.

**Connection:** We engage at home and abroad to forge the relationships, find the opportunities and create the connections that inspire dance artists and our programme. We enable people, places, ideas, communities, and genres of dance to come together - to ignite action, provoke thought or, simply, for fellowship and fun.

**Expertise:** We combine a breadth of experience and a depth of expertise with artistic insight and practical understanding. We share what we know generously and create opportunities for others to develop and share their knowledge and skills too, in and out of the studio.

**Openness:** We embrace all forms of dance and are for all those who love dance: professional or participant. We are open to new ideas, new ways of working and new collaborations. We aim to be honest and straightforward in all our dealings and actively seek feedback.

#### **OUR PRIORTIES**

**Advocacy:** To build the profile of dance and be a leading, expert voice advocating for the dance profession and the art-form.

**Connection:** To build and strengthen relationships that deliver on our ambitions and those of our members.

**Progression:** To work with dance artists at all stages of their career to support their artistic and professional development.

**Innovation:** To champion and facilitate the development of new work, new ideas and new ways of working.

**Sustainability:** To ensure our future as a well-managed, well-funded and well-governed organisation.

#### **Our Programme**

We support the work of our Members and the dance sector through artistic development opportunities, advice clinics, advocacy work, commissioning, and networking opportunities locally, nationally and internationally.

Our training and residency programmes for professional dance artists, our Youth Dance partnerships and Public Engagement programmes enable the development of dance as an art-form, as an activity to be accessed and enjoyed, as well as working to progress professional practice.

Our four programme strands are:

**Professional Development:** Dance Ireland's continuous Professional Development opportunities enhance the knowledge and skills of dance artists through a range of initiatives both nationally and internationally.

**Artist Support:** We aim to provide as many resources and supports as we can for dance artists, so they have the knowledge and power, to sustain a successful career. We put the dance artist at the centre of all that we do.

**Public Engagement:** Dance Ireland provides opportunities for people of all ages to engage with the work we do both in person and online through various digital initiatives.

**Advocacy:** Building the profile and voice of dance. Advocacy, leadership & professional development are at the heart of all that we do. We work to enhance the understanding and appreciation of dance as an artform, to increase public engagement with dance and to boost levels of public subsidy for dance.

## **Dance Ireland Executive**

Led by a Chief Executive, the executive is a highly skilled group of individuals with enthusiasm and a passion for dance. The team includes individuals from a variety of backgrounds and areas of expertise. As part of a small team, all staff members are actively involved in driving the ambitions of our fast-growing organisation forward.

- We employ over 80 freelance national and international dance/arts practitioners, on a contract for services basis, annually to assist us in delivering our programme.
- We employ on a contract basis all other personnel, including security, cleaning, maintenance, and IT technical support.

Chief Executive	Sheila Creevey
General Manager	Sarah Walsh
Programme Producer	Louise Costelloe
Communications & Development Manager	Vacant
Membership Engagement Officer	Andrea Bolger
Administrator	Louise McGrath
Programme Officer	Sinéad Purcell
Venue Officers	Danny Carroll & Orla Mooney

## **Board of Directors**

The Board of Directors is a non-executive board. The board comprises seven members:

Dr Orfhlaith Ní Bhriain, Chairperson  
Colm Ryan, Secretary  
Mihaela Griveva  
Laura Murphy  
Laura Macken Posavitz  
Aoife Newton  
Kristyn Fontanella

The board of directors has devised the Dance Ireland Governance Framework and is committed to maintaining the highest operating standards.

## **DanceHouse**

Opened in 2006, DanceHouse is our venue and one strand of our work. DanceHouse is owned by Dublin City Council and licensed to Dance Ireland. Located in the heart of the north-east inner city, DanceHouse is a fully accessible building with six studios, Artists' Resource Room, artists' kitchen, reception foyer and exhibition spaces. DanceHouse is a working base for professional dance practice and a hub for the wider dance community, attracting over 30,000 repeat attendances annually.

We operate DanceHouse using a combination model, whereby we manage the resource and make available studios, for a variety of uses, including classes, rehearsals, photoshoots, filming, and presentations, for hire.

Dance Ireland also programmes our own activity in DanceHouse, including classes and workshops, national and international residencies, masterclasses, showcases, talks and related special events.

## **Membership**

The Dance Ireland community is made up of those who are working professionally in, with and for dance in Ireland now, or readying to do so in the future. We have three types of membership categories:

- Pre-Professional
- Professional
- Organisation

To qualify for membership, the artist must be born in, or a resident of the island of Ireland. For Organisational membership, the company or school, must be based in Ireland.

## **Peer Panel, Open Call/EOI and Selection Process**

Dance Ireland is committed to a fair, transparent and consistent decision-making process, including a commitment to using Open Call and EOI processes and adhering to a peer panel selection process.

## **Partners / Affiliations / Funders**

**Partnerships are a key means for us to leverage our resources**, which we acknowledge is central to our continued growth and a sustainable dance sector.

Dance Ireland is a member of Business to Arts, Theatre Forum, Theatre and Dance NI, Create, and a participant of the 2021/22 RAISE Academy fundraising programme led by O’Kennedy Consulting on behalf of the Arts Council.

Dance Ireland is an active partner within the European Dance House Network (EDN). We have participated in transnational projects, including *E-Motional Bodies & Cities*, *modul-dance*, *LÉIM* (lead partner) and *Communicating Dance*.

## **Funding**

Dance Ireland is strategically funded by the Arts Council and revenue funded client of Dublin City Council Arts Office. Other income sources are from membership fees, activities, studio rentals and cultural partners, including Culture Ireland, Creative Ireland and Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media.

## **Equal Opportunities Employer**

Dance Ireland is an equal opportunities employer. Individuals are selected on the basis of their abilities and merits to perform the tasks required. Our policy is to be fair and consistent in all aspects of our business. We recognise, respect and value differences and diversity. We embrace equality as part of our normal way of doing things because we believe that it is the right thing to do for our staff, our Members, and our success.

It is against Dance Ireland’s policy to discriminate on the grounds of sex, marital status, family status, sexual orientation, religious belief, age, disability race, or membership of the travelling community.