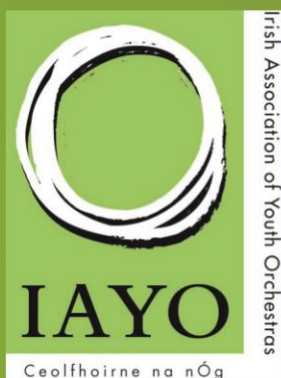




**Irish Association of Youth Orchestras CLG**  
**Marketing and Communications Officer**  
**Application Pack**



# Irish Association of Youth Orchestras

## Marketing and Communications Officer

### Application Pack

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## **Marketing and Communications Officer**

The Irish Association of Youth Orchestras is recruiting for a Marketing and Communications Officer to work at their office in Cork City. This is an opportunity for the position-holder to contribute to the development of youth orchestras and youth music throughout Ireland with a wide, but manageable, portfolio of activity to a variety of stakeholders and the general public.

The Marketing and Communications Officer will play a key role in promoting the activities and events of IAYO, providing news and information to IAYO member orchestras and building a sense of community and collaboration in youth orchestras throughout Ireland.

Practically, they will manage the ongoing communications, promotions, public relations and news and information output of IAYO and, in collaboration with the Executive Director, develop, maintain and resource an overall marketing plan for the company.

Reporting to the Executive Director, the M&C Officer will form part of a team currently including the full-time Administrator and the Marketing and Communications Assistant (a part-time Community Employment placement) with more than one-hundred professional and voluntary artistic and organisational staff.

The ideal candidate will have a strong background in marketing and / or communications with a third-level qualification or significant experience. A strong desire to work in the arts and promote opportunity for public participation in the arts is essential for this position. Specific knowledge of orchestras and classical music-making are not required but an interest in the area would be most welcome.



<b>Role Title:</b>	Marketing and Communications Officer
<b>Location:</b>	Civic Trust House, 50 Pope's Quay, Cork.
<b>Contract:</b>	<p>Permanent full-time (37.5 hours per week).          There is a 6-month probationary period.          Annual leave of 25 days per annum. Some weekend work may be required for which time-off-in-lieu will be given as per the IAYO Employee Handbook.          There is currently no pension scheme operated by IAYO - employees will be facilitated in a PRSA.</p>
<b>Salary:</b>	€28k - €30k depending on skills and experience.
<b>Application Deadline:</b>	Monday, 16 October 2017 at 5pm. Applications received after this time will not be considered.
<b>Interviews:</b>	<p>Interviews will take place on Friday 10 November 2017 at the IAYO Offices in Cork (subject to confirmation).          Online interviews may be offered to candidates resident outside of the Republic of Ireland.</p>
<b>How to Apply:</b>	<p>Application for the post is by <b>application form</b> and <b>cover letter</b>. CVs will not be accepted instead of application forms. CVs submitted along with application forms will not be assessed.</p> <p>Applications are preferred by email to Allin Gray at <a href="mailto:allin@iayo.ie">allin@iayo.ie</a>.</p> <p>Applications may optionally be submitted by post to:</p> <p style="text-align: center;">Irish Association of Youth Orchestras CLG          Civic Trust House          50 Pope's Quay          Cork          Republic of Ireland</p> <p>Your application will be acknowledged within three working days of receipt. If you do not receive acknowledgement, please contact the IAYO office at <a href="mailto:info@iayo.ie">info@iayo.ie</a> or on +353 21 421 5185 / +353 86 057 0062.</p>

## Who Are We Looking For?

A strong desire to work in the arts and to promote public access to and participation in the arts is essential for this position.

We would love to work with a person that:

- has a relevant third level qualification and / or appropriate and relevant experience (qualifications in music and / or marketing);
- has an excellent standard of written English and can write and edit for a variety of media (e.g. newsletters, websites, press releases, social media);
- has excellent attention to detail and a commitment to attaining high- quality outcomes;
- can work autonomously whilst integrating into the workflow of the company as a whole;
- has the ability to balance a varied and busy schedule of activity and manage competing priorities;
- has experience of planning and implementation of a marketing strategy;
- has experience in publicity and promotions towards generating participation and audiences for the arts;
- has excellent computer skills, the ability to use and learn software applications to a high standard and an appreciating of good design aesthetics;
- has strong interpersonal communication skills and enjoys working with people towards common goals.

An interest in, and knowledge of, classical and orchestral music would be an advantage but is not necessary for this position.

In your cover letter please outline your fit with the requirements of the position as outlined above, most particularly your relationship to and desire to work in the arts.

We don't expect candidates to show that they have experience in *all* aspects of the role as described in the Role Description. However, we do wish to establish that candidates have acquired relevant and related skills and that they are capable of fulfilling all the role requirements to a high standard.

Please keep your cover letter to a maximum of two pages of A4.

# **Irish Association of Youth Orchestras**

The Irish Association of Youth Orchestras is the national support and resource organisation for youth orchestras in Ireland.

Membership of the Association is open to all Youth Orchestras in Ireland, whether linked to a school, a school of music, a college or university, or to an independent or community-based organisation.

IAYO represents over 5,000 young musicians in 108 youth orchestras in Ireland and assists in the development of youth orchestras in all parts of the country.

## **Aims**

The Irish Association of Youth Orchestras will promote interest in and foster the development of Youth Orchestras by the following means:

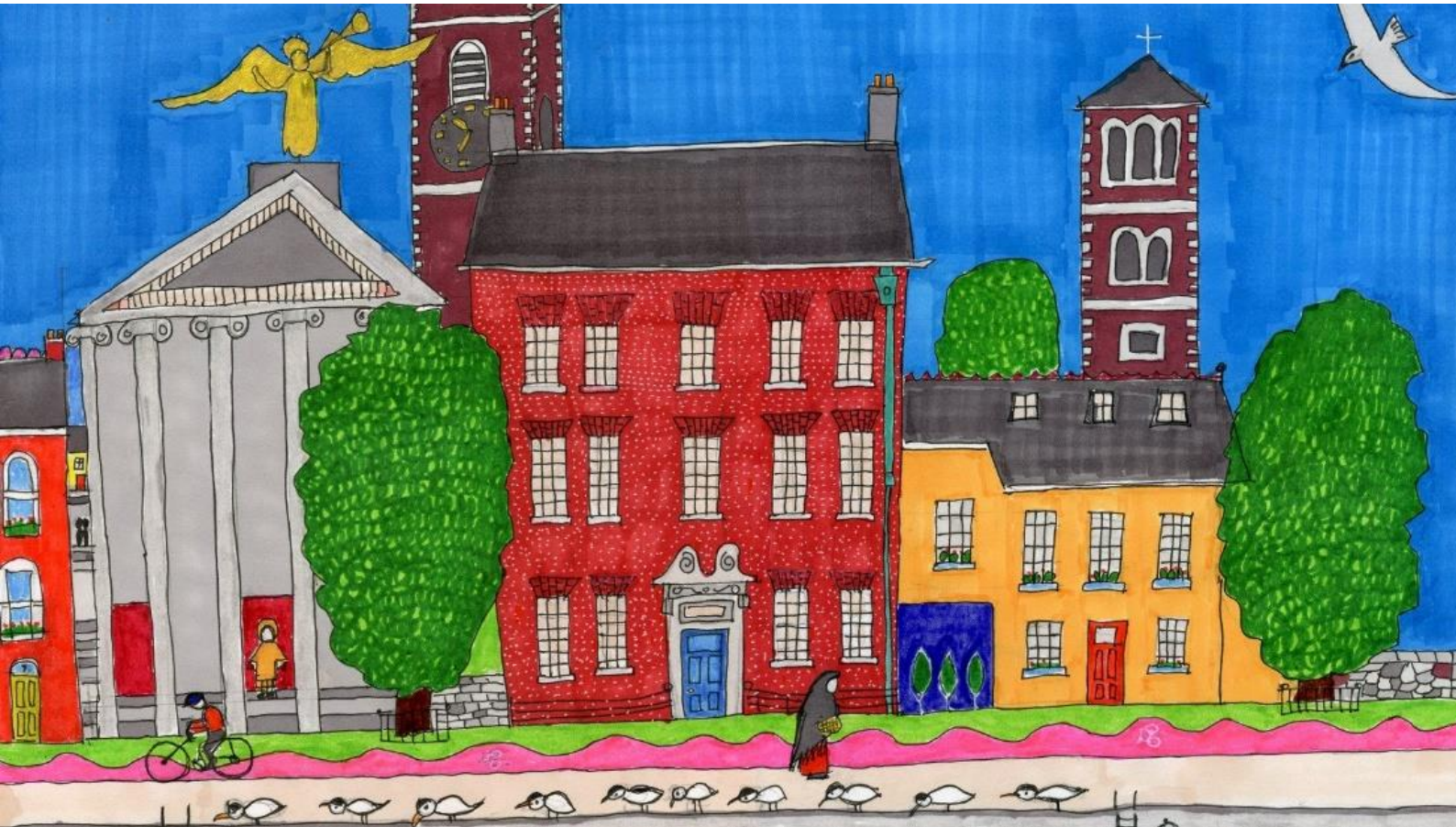
- Encouraging co-operation between all organisations and groups involved in the development of Youth Orchestras;
- Creating a network for advice and information in relation to Youth Orchestras;
- Fostering excellence in the Youth Orchestra movement by facilitating training courses for Conductors, Teachers, and Students, access to libraries of music and sharing of unusual instruments, and by offering performance opportunities;
- Acting as a forum with an all-Ireland and International dimension for all those involved in Youth Orchestras;
- Presenting excellence in the Youth Orchestra movement to a wider public through Youth Orchestra Festivals.

The Irish Association of Youth Orchestras was set up in Ennis in April 1994. It was incorporated as IAYO Ltd. in 1998, and became a registered charity in 2001. IAYO is a voluntary, non-profit-making Association, and a registered charity, supported by members' fees and the generous donations of friends.

IAYO is grant-aided by The Arts Council and supported by Cork City Council. IAYO acknowledges the support of The Department of Tourism, Culture and Sport, The Arts Council and Music Network through the Music Capital Scheme 2010.

IAYO is a member of the European Orchestra Federation, The National Campaign for the Arts, the National Youth Council of Ireland, Volunteering Ireland and The Wheel.

IAYO is resident at Civic Trust House in Cork, a shared administrative facility for the arts provided by Cork City Council. Our housemates include Cork Film Centre, Cork Arts Support Team, Cork International Choral Festival, Art Life Culture, Cork Midsummer Festival, Corcadorca Theatre Company, Cork Jazz Festival and Cork Folk Festival as well as numerous hot-deskers, sometime-residents and artists and groups that make use of our facilities.



Addition information on IAYO can be found on our company and activity websites as listed below. A copy of IAYO's draft Strategic Plan for 2018 to 2020 can be requested from the IAYO Executive Director, Allin Gray, at [allin@iayo.ie](mailto:allin@iayo.ie).

- <http://iayo.ie/>
- <http://festival.iayo.ie/>
- <http://concorda.ie/>
- <http://iywe.ie/>
- <http://iybe.ie/>
- <http://iybo.ie/>
- <http://conducting.iayo.ie/>

## **Equality of Opportunity**

All existing and new positions and promotions within IAYO are open to anyone, the sole criterion being the individual's ability to perform the job in question. In this regard, we operate our policies to ensure total equal opportunities in every respect. We do not discriminate on the grounds of an individual's sex, age, religion, marital / family status, sexual orientation, race, nationality, ethnic origin, disability or membership of the travelling community.

IAYO is fully committed to ensuring that equal opportunities are implemented and developed. All our conditions of service, including pay and benefits, training, transfer and promotion opportunities and general career development opportunities, apply on a fair and equal basis to every member of staff.

To discriminate either directly or indirectly is unlawful and any unlawful discrimination by members of our staff will be dealt with in line with IAYO's Disciplinary Procedure.

As a result, when recruiting for various positions, selection will be made based on the candidates' suitability for the vacant position according to pre-determined job-related selection criteria which will be consistently applied throughout the recruitment process. Equality of Opportunity will also include accommodating, where possible, the special needs of individuals to facilitate their participation in the Recruitment and Selection process. In addition, all employees have equal rights to opportunities for advancement within IAYO and IAYO will endeavour to promote from within. It is recognised that this is not always possible and the organisation reserves the right to recruit externally.

## **Referencing and Vetting**

Employment with IAYO is subject to Garda Vetting and a child protection referencing process. Any offer employment is contingent on the receipt of documentary evidence of identity, suitable references as provided in candidates' application forms and completion of the vetting and referencing processes. Candidates may be excluded from working with IAYO on the basis of conviction for offences related to children or young people, convictions that might make a person unsuitable for working with children and young people or the expressed opinion of nominated referees that candidates are not suitable for working with children and young people.



## Assessment, Interview and Offers

All applicants will receive acknowledgement of their application within three days of receipt at the IAYO office.

All applications will be assessed by the Executive Director and two IAYO Directors independently using a scoring grid system relating to the quality of the application, relevant experience and qualifications and candidates' presentation of themselves and their desire to work in the position.

It is anticipated that interview offers will be made on Friday 27<sup>th</sup> October. Those not being offered interviews will be informed at this time. Depending on the volume of applications, specific feedback may or may not be given in relation to applicants that have not been offered an interview.

A maximum of six candidates will be called for interview in IAYO's Cork office where they will be interviewed by the Executive Director, one Director and an external interviewer. Candidates resident outside of the Republic of Ireland may be offered a web-based interview.

Interviews will last c.45 minutes during which candidates will be asked a number of set questions with further questions in development of answers received and / or relating to candidates' specific work experience and skills.

Candidates will be required to create and present a short example of work relating to the position. This will *not* be in the form of a PowerPoint presentation.

The panel will assess each candidate separately as the interview proceeds and agree a final score / evaluation following the interview.

It is envisaged that there will be one round of interviews only. If the panel decides to re-interview candidates, suitable notice will be given and expenses incurred for a second interview will be reimbursed by IAYO.

Candidates will be informed by 14 November if the panel wishes to offer the position to the candidate, to re-interview, to place the candidate on a reserve list pending acceptance, reference checks and vetting of another candidate or if a job offer is not to be made.

# Marketing and Communications Officer

## Role Description

The IAYO Marketing and Communications Officer will play a key role in promoting the activities and events of IAYO, providing news and information to IAYO member orchestras and building a sense of community and collaboration in youth orchestras throughout Ireland.

Practically, they will manage the ongoing communications, promotions, public relations and news and information output of IAYO and, in collaboration with the Executive Director, develop, maintain and resource an overall marketing plan for the company including the specifics for promotion of each of our separate activities.

Reporting to the Executive Director, they will form part of a team currently including the full-time Administrator and Marketing and Communications Assistant (currently a part-time Community Employment placement), up to one-hundred professional and voluntary artistic and organisational staff annually.

## Responsibilities

### Marketing and Promotions Planning

- With the Executive Director, create, manage and maintain a marketing plan for IAYO.
- Maintain, in conjunction with the marketing plan, specific promotion and PR details for each ensemble and activity.
- Create and manage a rolling annual plan for promotion of IAYO activities.
- Agree all marketing spends with the IAYO Director in advance.

### Funding, Sponsorship and Other Acknowledgements

- Ensure that all required, agreed and appropriate acknowledgements for funders, sponsors and other donors are observed in all the branding of IAYO.
- Ensure that all co-producers and other relevant stakeholders are consulted in, and satisfied with, the creation and dissemination of branded materials. Final responsibility and decision making in this matter rests with the Executive Director.

## Course and Activity Promotions

For all ensembles and courses run and supported by IAYO, including:

- ConCorda Chamber Music Course;
- Irish Youth Wind Ensemble;
- Esker Festival Orchestra;
- Irish Youth Baroque Ensemble;
- Irish Youth Brass Ensemble;
- IAYO Chamber Music Workshops;
- IAYO Conducting Workshops;
- Other short courses and workshops as part of the annual programme.

### Responsibilities

- Promote participation in IAYO ensembles, courses and events using the range of assets and channels available.
- Promote public performances of ensembles and courses as appropriate to the target audiences.
- Engage with and encourage ensemble and course participants to promote events in which they are participating.
- Engage designers, photographers and videographers for promotion of events and post-performance dissemination of materials.
- Create or commission, from existing artwork templates, event posters, flyers and programmes.
- Maintain individual websites for ensembles and events.
- Maintain social feeds and groups for events and courses including interaction with participants and stakeholders.
- Maintain guest-lists and issue invitations in a timely fashion. (RSVPs managed by Administrator / Programmes Manager)
- Compose and issue press releases; arrange interviews and photocalls including artistic staff, volunteers and participants.
- Arrange ticket offers, competitions and phone-ins.
- Propose and manage cross-deals including RTÉ Supporting the Arts.
- Collaborate with other partners and stakeholders in the promotion of courses, ensembles and events.

- Ensure adequate and sensitive representation of the IAYO brand in collaborative activities.

### **Festival of Youth Orchestras**

- Collaborate with the hired PR company to use the Festival as the main annual platform to promote youth orchestras in Ireland, arranging participants for interviews, photocalls and other promotional opportunities.
- Commission posters, flyers, programmes and other materials for the promotion of the Festival.
- Arrange distribution and display of physical and virtual promotional assets.
- Contact previous and prospective advertisers, sell advertising space and arrange for collection / design of advertisements.
- Arrange all programme content, with assistance from the Administrator / Programmes Manager, Executive Director and others as appropriate. Transmit materials and instructions to designers, proof and arrange cross-proofing of the programme and arrange for delivery.
- Compile invitation lists in conjunction with the Executive Director and issue invitations.
- Promote the Festival on the IAYO network and through related networks using all available distribution channels.

### **News Service**

- Create and distribute the IAYO quarterly newsletter, Newsnotes including editorial, typesetting and layout. Manage the subscription base for this newsletter.
- Create the monthly e-newsletter; maintain and update mailing lists.
- Manage the news and information sections on the IAYO website, adding and updating new informational resources as they become available.
- Promote training and other opportunities for orchestras, their staff and young players through appropriate channels, including narrowly-targeted mailouts for specific opportunities or matters of importance.



## **Online Advertising**

- Manage Google AdWords for IAYO and all courses and events account taking account of the restrictions placed on advertising by the Google for Non-profits scheme.
- Create online advertising via social media and relevant websites.
- Track the effectiveness of advertising and online promotions using Analytics, Insights, etc.

## **Conferences and Seminars**

- Create or commission promotional materials and plans for IAYO's representation at relevant national and international conferences and events.
- Represent IAYO at conferences and events where appropriate. (This is primarily the role of the Executive Director.)

## **Member Support**

- Create and keep updated an information pack for members on PR, promotions and audience development.
- Encourage member organisations to develop their own promotional and audience development capacity.
- Provide advice on marketing and promotions to those members that request it including proofing / commenting on press releases etc.

## **Supervisory**

- Supervise the day-to-day output of the Marketing & Administration Assistant.
- Mentor the Marketing & Administration Assistant in acquiring new skills and developing their abilities using available online resources, books and external training as appropriate.

IAYO creates and maintains many of its brand assets in-house. It is expected that the Marketing and Communications Officer will already be familiar with or learn to use the following tools for preparation of posters, flyers, programmes and other materials from templates and existing brand assets:

- Microsoft Publisher: Desktop Publishing;
- GIMP: Photo editing (similar to Photoshop);
- WordPress: Web publishing;
- MailChimp: Email management.

Proficiency in other software and software tools will include:

- Microsoft Word, Excel, Access, Outlook;
- Basic audio and video editing using Audacity and Windows Movie Maker;
- Social media platforms including Facebook and Twitter with possible further additions;
- Google AdWords and advertising tools on social media networks;

Some other related duties may occasionally be required. However, the above is a comprehensive view of the role.

The Irish Association of Youth Orchestras CLG (IAYO) is the all-Ireland resource organisation for youth orchestras.

IAYO is a company limited by guarantee, registered in Ireland, No: 296500, and a registered charity, No: 20045623.

IAYO is grant aided by The Arts Council and supported by Cork City Council.

IAYO acknowledges the support of The Department of Tourism, Culture and Sport, The Arts Council and Music Network through the Music Capital Scheme 2010.

Directors: Paolo Cordone (Chairperson), Niall Catney, Michael Core, Clare Daly, Amy Gillen, Dervilla Hynes, Ed Phelan, Marianne White.

Staff: Allin Gray (Director), Bertie Buckley (Administrator), Emmett O'Shaughnessy (Marketing and Communications Assistant).

Registered Address: Civic Trust House, 50 Pope's Quay, Cork, Ireland.

T: +353 21 421 5185

F: +353 21 421 5193

E: [info@iayo.ie](mailto:info@iayo.ie)

W: [iayo.ie](http://iayo.ie)



Irish Association of Youth Orchestras



An Roinn  
Ealaíon, Oidhreacht agus Gaeltachta  
Department of  
Arts, Heritage and the Gaeltacht

NATIONAL  
CAMPAIGN  
FOR THE  
ARTS

