

## Job Description and Candidate Information

### PR and Marketing Officer Music Network

#### Overview

Music Network is a national music touring and development organisation, passionate about making live music happen. The organisation holds a unique position in the Irish music sector and is seen as a highly valuable resource for the development and presentation of quality live music in Ireland.

Our integrated programmes, from our work in music education, to supporting musicians at varying stages of their development, to providing concerts and learning and participation activities through our valued network of partners, supports our mission of providing access to exceptional live music for people across Ireland, and of supporting the professional development of musicians. Our key priorities are outlined in detail in our current Strategic Policy [[download here](#)].

Music Network is seeking to appoint a PR and Marketing Officer. The ideal candidate will have a combination of initiative, creativity, rigour and communication skills to support the planning and delivery of marketing and PR materials and activity. Working as part of a small, close-knit team, this role needs a qualified professional, who has gained credible experience of PR and Marketing and has demonstrated a clear appetite to roll-up their sleeves.

This job description provides an outline of the key responsibilities of the role.

#### Key Job Purpose

To provide the dedicated support, initiative and administrative rigour required to ensure the effective and timely delivery of quality PR & Marketing activity for all of Music Network's programmes across both traditional and digital channels.

The role reports to the Communications Manager.

#### Key Responsibilities

##### *Print and Publications*

- Assisting the Communications Manager with the development of marketing materials:
  - Sourcing information and editing copy
  - Proof-reading all communications materials for online and offline channels
  - Identifying, selecting and sizing imagery
  - Engaging and liaising with musicians to gather biographies, photographs, concert programmes and other relevant material, as necessary.
- Under the guidance of the Communications Manager, managing the design, print and distribution schedules of printed marketing materials:
  - Engaging and following up with designers to ensure schedules are met
  - Planning marketing material quantities, delivery details /schedules and following-up with printers to implement same
  - Overseeing distribution of promotional print for Dublin concerts
  - Maintaining the print publications archive.

##### *Public & Partner Promoter Relations*

- Providing marketing and PR support to Music Network's Partner Promoters by:
  - Engaging with them on publicity issues and opportunities, and print materials
  - Distributing quality concert marketing assets (copy, photos, press releases and digital content) on schedule

- Under the guidance of the Communications Manager, reaching out to and engaging media contacts to generate publicity for Music Network's activities.
- Compiling, issuing and uploading monthly event listings
- Researching online and offline PR outlets
- Compiling PR reports for tours, drawing on information received from our media monitoring service providers.

#### *Digital Marketing*

- Working with the Communications Manager to develop creative, engaging and appropriate content to build Music Network's online community, increase audience engagement and drive ticket sales
- Planning and implementing social media schedules and updating Music Network's website
- Actively working to increase followers on all social media platforms
- Managing email marketing – maintaining contacts, compiling, editing and proof-reading marketing e-newsletters for distribution
- Managing Google adwords
- Drawing on analytics, generating and analysing digital marketing performance reports.

#### *Event Support*

- Managing the box office activities for approximately 10 Dublin-based concerts each year (processing sales, managing guest lists, generating sales reports and data collection)
- Performing Front of house role for Dublin concerts
- Providing a high level of customer service as a dedicated point of contact for Music Network season ticket holders and Music Network Friends.

#### *Fundraising support*

- Supporting the Communications Manager on the administration of the Music Network Friends and Corporate Friends Membership Schemes
- Maintaining key databases.

### **Terms and Conditions**

Music Network operates as a not-for-profit organisation and is a registered charity. It is based in its offices at the National Concert Hall Building in Earlsfort Terrace, Dublin 2. The salary offered is commensurate with equivalent positions in the arts sector and will also depend on the experience of the successful candidate. This role involves the post holder working beyond the standard working hours, including a willingness to keep up to date through attendance at performances and events, as well as some travel. A full driving licence and access to a car would be advantageous. As the organisation evolves, the nature and duties of this role may also evolve.

Other benefits include:

- annual leave of 20 days in addition to 7 company days taken at Easter & Christmas
- a portable company pension scheme
- death-in-service benefit of 2 times salary
- further education/training opportunities
- travel assistance (bike-to-work scheme/tax saver commuter tickets).

A complete list of benefits, terms and conditions will be made available to the candidate offered the role through Music Network's Employee Handbook.

A significant part of Music Network's funding is provided by the Arts Council.



## Person Specification

The successful candidate will be able to demonstrate examples from their past experience highlighting that they have both the capability and desire for this role. We are ideally seeking someone who has:-

### *Experience and knowledge*

- At least two years' experience working in a PR/marketing function (in the arts/culture sector would be an advantage)
- Well-developed and proven administrative experience in a busy role
- Experience of liaising directly with clients and media
- Practical experience of using digital media and an insight into google adwords
- A demonstrable interest in classical, Irish traditional or jazz music (and culture in general)
- Experience of contributing to and supporting the work of a high performing team
- A third level PR or Marketing qualification, which includes training in digital marketing
- A proof reading qualification, while not a pre-requisite, would be an advantage.

### *Attitude, skills and abilities*

- A high level of enthusiasm for quality live music performances in the relevant genres
- Good written communication skills marked by strong rigour and sensitivity to the target audience
- A positive and effective interpersonal style for engaging externally with key contacts / concert goers
- Collaborative and service-oriented with an ability to contribute in a flexible way as part of a small, close-knit team
- Composed with an ability to prioritise work in a busy and varied role
- Excellent attention to detail and an appetite for organising
- Determined individual who demonstrates a strong appetite for learning
- Well-developed IT skills and a high degree of proficiency with end user tools (word, excel, databases) and updating websites.

## Application Process

Interested candidates are invited to apply by providing the following 2 items using the guidelines below: -

### **1. A well-presented CV**

### **2. A covering letter that engages with the opportunity presented by the role**

Email is the preferred option for applications ([communications@musicnetwork.ie](mailto:communications@musicnetwork.ie)) and the **closing date is Friday 25th October 2019 at 4.00 pm.**

#### **1. CV Guidelines, as follows:**

- No more than **3** pages highlighting your relevant experience for this role. Present your experience in reverse chronological order
- Be clear about the specific responsibility you had, who you reported to and who you engaged with for each role or project in your career to date
- Indicate 3 referees we may contact in the latter stages of the process. Contact details not necessary at this point.

#### **2. Covering Letter guidelines, as follows:**

- No more than 2 pages, addressing in a reasonably concise way: -
  - What particular skills and qualities would you bring to this role?
  - What attracts you to the role / organisation?

Please forward your application in strict confidence to Muireann Sheahan at Music Network (Phone: 01 475 0024):

**By email:** [communications@musicnetwork.ie](mailto:communications@musicnetwork.ie) (preferred option)

**Or by post:** Muireann Sheahan, Communications Manager, Music Network, National Concert Hall Building, Earlsfort Terrace, Dublin 2.

## Interview Dates and Selection methods

- Initial short-listing of candidates will be on the basis of the information contained in their application
- Candidates who are short-listed will be invited to attend an initial interview on Monday 4<sup>th</sup>/Tuesday 5<sup>th</sup> November 2019 tbc in the offices of Music Network, National Concert Hall Building, Earlsfort Terrace, Dublin 2
- Dependent on the outcome of these interviews, candidates may be invited for a second interview.

The **closing date** for applications is **Friday 25<sup>th</sup> October 2019 at 4.00 pm.**

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- This job description describes the principal purpose and main elements of the job. It is a guide to the nature and key responsibilities of the job, but it is not intended as a wholly comprehensive or permanent description.
- Applications can be made by post or email, with email being the preferred option. An application sent by post should be posted in sufficient time to ensure delivery by this deadline. Allegations of loss or delay will not be considered unless supported by a Certificate of Posting.
- In the event that a large number of candidates meet minimum eligibility requirements for the role, Music Network may decide to invite a smaller number to interview. This is not to suggest that other candidates are necessarily unsuitable or incapable of undertaking the job, rather that there are some candidates who are, prima facie, better qualified and/or have more relevant experience.
- The onus is on shortlisted applicants to make themselves available on the date(s) specified by Music Network and to make whatever arrangements are necessary to ensure that they receive communications sent to them at the contact details specified in their covering letter or CV.
- Music Network is an Equal Opportunities Employer and is committed to the legislation governing the equality of opportunity.
- To all recruitment agencies: Agency CVs or applications will not be accepted in relation to this role. Music Network is not responsible for any fees related to unsolicited applications.
- For the purposes of administering the recruitment process for this role, Music Network will require your personal information such as name, address, phone number etc. All personal data will be processed in line with Data Protection Regulations and Legislation and will only be used as outlined above, to meet legal and regulatory obligations.