



ROLE DESCRIPTION & APPLICATION INFORMATION

Role Title:	Digital Communications Officer
Reporting to:	Engagement Manager
Location:	Ennis, Co. Clare
Job Type:	Part-time

glór Vision and Mission

glór will be a place of possibility and potential where people are inspired, empowered and entertained.

We will do this by:

- Sharing the diverse voices of artists and audiences, nurturing creativity and belonging.
- Celebrating the artistic traditions and culture that define our wider Clare community.
- Enriching the lives of those we work with and serve.

glór Values

- **Courage:** We embrace bold decisions and innovative approaches.
- **Respect:** We value diverse perspectives and foster a feeling of belonging.
- **Integrity:** We are honest, own our responsibilities and ensure our actions align with our words.
- **Resilience:** We respond to challenges and maintain a commitment to progress.
- **Collaboration:** We work together to make great things happen.

glór History

glór opened first in 2001 as a centre primarily dedicated to the promotion of the traditional arts. It quickly expanded to become a multi-disciplinary venue and gallery and has, over the past 24 years, firmly established itself as an integral part of both the national and local cultural landscape.

glór is housed in an award-winning building and has a capacity of 485 seats. In 2024, we welcomed the opening of Clare's new County Library & Gallery adjoining glór which has created an exciting cultural complex, strengthening Clare's reputation as a cultural centre, as well as supporting economic and social activity in Ennis.

Purpose of the Role

glór wishes to recruit a part-time Digital Communications Officer to support the Engagement Manager in the year-round promotion of its programme and activities. This role is central to shaping glór's presence across digital marketing channels. You will play a key role in managing content across all social platforms, creating compelling visual and written, including live on-site content, running paid digital campaigns, and engaging with online communities to maximise reach and impact. This is a fast-paced, hands-on role that requires creativity, strong organisational skills, and attention to detail.

Role and Responsibilities Outline

Digital Content Creation & Communications

- Implement glór's digital marketing strategy under the direction of the Engagement Manager.
- Manage and grow glór's social media channels, creating engaging content (graphics, video, copy) to showcase programmes and activities.
- Design and produce high-quality digital assets that reflect glór's brand and drive audience engagement.
- Plan, schedule, and optimise content using tools such as Later, Hootsuite, and Meta Business Suite.
- Oversee social media interactions, maintaining an active and responsive online presence.
- Develop and manage paid digital campaigns (Google Ads, Meta Ads) to maximise reach, engagement, and ROI.
- Monitor and analyse digital metrics, providing insights to inform strategy.
- Write compelling copy *and updates* for website and newsletters.
- Create and manage engaging email campaigns through Mailchimp
- Ensure online content is accessible and user-friendly, following best digital engagement practices.

Campaign Support

- Work closely with Programming, Box Office, and Production teams to align marketing with organisational objectives.
- Assist with sponsorship and partnership marketing, ensuring deliverables are met and partners are well-represented.
- Support fundraising efforts by promoting campaigns and creating related marketing materials.
- Conduct audience research to identify trends and inform future campaigns.
- Provide general support across all marketing activities to ensure successful execution of campaigns, events, and initiatives.

Person Specification

Essential

- At least 2 years' experience in digital communications or marketing, with proven experience in social media strategy, content creation, and paid digital marketing.
- Strong graphic design and video editing skills (Canva, Adobe Suite, CapCut, Final Cut Pro).
- Excellent copywriting and brand storytelling skills.
- Experience in Google Ads, Meta Ads Manager, and audience targeting.
- Strong project management skills with the ability to multitask and meet tight deadlines.
- Availability to work at glór for at least the next 9 – 12 months.

Desirable

- An interest in, and understanding of, the arts and culture sectors.
- Familiarity with Clare's arts scene and audience engagement strategies.
- Basic knowledge of photography and video production.
- Experience of creating accessible digital content

Personal Qualities & Approach

- Positive, energetic, and committed to the ethos, values, and ambition of glór.
- Friendly and approachable, with strong interpersonal skills.
- Naturally organised and proactive.
- A team player who collaborates well with colleagues while also working independently with initiative and maturity.
- Demonstrates flexibility, resilience, and the ability to prioritise competing demands.

Terms and Conditions

Hours:

- Part-time role (15 hours per week)
- The standard office hours are between: 9am and 5.30pm, standard venue hours are generally between 6.30pm and 12.00 midnight. The role will operate across both timeframes and across 7 days Monday to Sunday on a net 15 working hours per week basis. The role will involve working flexible hours on a regular basis.
- The role is offered as an initial 1-year fixed-term contract including a six-month probationary period.

Salary:

- €15/hr

Application Process

To apply for this position, please submit your Curriculum Vitae (3 pages max) with a single page supporting letter outlining how you meet the requirements of the role with examples of your experience.

Applications should be sent directly by email to admin@glor.ie clearly referencing **Digital Communications Officer Application** in the subject title.

Closing date for receipt of applications is **Tuesday 5th August 2025 by 12 noon**. Interviews will take place from Monday 11th - Wednesday 13th August at glór.

Preferred Start Date:

- September 2025

This is a unique opportunity for a friendly and approachable individual with a passion for the arts and customer service. If this sounds like you, we encourage you to apply.

Recruitment Statement

glór is an equal opportunity, inclusive employer and welcomes applicants from all sections of our community.

Inclusion, equity, diversity and access is a key part of our ethos. We will not discriminate against an applicant (internal or external) based on their gender, age, race, religion, marital status, sexual orientation, disability, membership of the Travelling community, or family status.

We appreciate that people have varying needs and encourage applicants and interviewees to let us know what arrangements and format they may prefer.

If you have a disability and require any accommodation/s, during the recruitment process, including the application itself, please let us know in advance and we will be happy to assist.