



## **Programme & Marketing Officer Job Description**

### **ABOUT US**

Dance Ireland is the national organisation for dance in Ireland. We enable the development of dance as an art form, a professional practice, and cultural activity across the island of Ireland, providing support, resources and representation; working towards a sustainable dance sector in Ireland.

We operate DanceHouse as a national centre of excellence – a flagship home for dance in Dublin city centre, comprising six studios and an Artists' Resource Room.

Our members represent the breadth of the dance sector and include professional dancers and choreographers, organisations and educational institutions, and pre-professional and early career dancers and makers.

Our values – Sustainability; Interdependence; Inclusion – shape who we are, how we operate, and the culture we nurture as an organisation.

### **ABOUT YOU**

You are someone who can see yourself working intensely with a small team, supporting us to deliver our professional activities and projects, particularly focused in DanceHouse, Dublin. You understand that this means collaborating, being flexible, and supporting others as a team so we can all achieve our best work together.

You are very organised, enjoy planning, and feel a great sense of achievement when you finish a task or project. You are comfortable with multi-tasking and have excellent administration skills to ensure the smooth running of our programme and events.

You enjoy meeting and supporting artists. You are a skilled written and spoken communicator, with experience in marketing - administration, social media and design software. You have great attention to detail and can navigate and respond efficiently to tight timelines, working creatively with the resources we have.

### **ABOUT THIS ROLE**

The role of Programme and Marketing Officer is new in Dance Ireland. Working with the Programme Producer across our four pillars of Professional Development, Artist Support, Advocacy, and Public Engagement, this position connects our programme with venue operations, helping us to communicate well with each other, resulting in an excellent experience for artists, partners, and participants.

Working with the Strategic Communications Manager, this role is also responsible for supporting and ensuring consistency and integrity in our external communications and marketing, working within our new brand guidelines, delivering engaging content and newsletters, monitoring impact, and sharing insights with the team.

In support of our small team, the Programme and Marketing Officer will need to be available to work at DanceHouse, Dublin 1 and be present for varying shifts so no-one is left to work alone in the building. Occasionally we will ask them to cover a reception shift, whether that is for lunch or because of absence for holidays or sickness, but this will always be agreed in advance.

#### **THE DETAILS:**

**Salary:** €29,897 gross per annum

**Annual Leave:** 20 days paid holiday per calendar year

**Reports to:** Programme Producer

**Terms of Employment:** Full-time - 5 days per week. Whilst we don't pay for overtime, we allow for time off in lieu (TOIL) of additional hours worked. Due to the nature of the role, periodic evening & weekend work will be required and will always be agreed on in advance.

This will be a permanent contract, subject to the successful completion of a probation period of six months.

#### **Programme Administration key responsibilities:**

- Create and update the seasonal Programme schedules in consultation with the Programme Producer. Ensure all information is accurate and up to date.
- Be a point of contact and communication between programme and venue teams, attending regular meetings and ensuring a smooth workflow from programmes through to operations.
- Issuing contracts for all programme activities
- Booking and monitoring of studio space in DanceHouse for programme activity ensuring Artifax system is up to date and accurate.
- Upload classes, workshop and event information on the booking system ensuring appropriate pricing and discounts.
- Gather and monitor data, feedback and reports for Programme activity and opportunities to ensure appropriate evaluation of Dance Ireland Programme.
- Co-ordinate the application process for Open calls for Programme awards and opportunities.
- Provide administrative support to the CEO with relation to the Dance Ireland Advocacy programme as needed.
- Monitor invoices and update budgets as required

#### **Marketing key responsibilities:**

- Contact contractors/members for marketing materials for classes/events/etc.

- Generate marketing and promotional content for website and social media
- Assist the delivery of communications and marketing strategies in line with the Dance Ireland strategy
- 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.
- Create and coordinate coherent online content, media asset development, and social media marketing campaigns in line with Communications Strategy.
- Maintain regular communication with Members and the public through newsletters, publications, and other online and print material as required.
- Monitor and liaise with programme and project partners and supporters, ensuring appropriate acknowledgment across partnership programmes on websites, in all print and associated material as appropriate
- Dance Ireland Website: Upload and edit content, and be initial point of contact with contractors for website maintenance
- Monitoring of data across Dance Ireland website and platform for reporting for quarterly reports, Board meetings and as needed by organisation for funding applications and stakeholder reports.
- Ensure promotional material is updated in building

#### **Meetings & Events:**

- Support planning through to delivery of events - confirm seating arrangements, price points, capacities, tech requirements, resources, additional tech support, studio requirements, RSVP lists, etc. Be a point of contact for support, Health & Safety, and customer service during events, liaising with the venue team as required.
- Set up online and Zoom events, enable recordings, waiting rooms etc. Monitor and facilitate online events where required.
- Attend meetings as requested by the Programme Producer or CEO, take minutes, and share with all relevant parties. Follow up with diary/calendar arrangements as necessary.

#### **HOW TO APPLY (Please read carefully):**

- Please email your **CV and cover letter** to Louise Costelloe, Programme Producer at [louise.costelloe@danceireland.ie](mailto:louise.costelloe@danceireland.ie)
- To ensure we don't miss your application, please use the subject title: "[YOUR NAME] Programme & Marketing Officer Application"
- Your **letter** should tell us how you see yourself working with Dance Ireland, the skills and competencies you will bring to the team, what experience you have, and how it will help us in this role.
- The deadline for applications is: Tuesday 3 June, 5pm
- The interviews will take place the week of Monday 9 June
- We will shortlist applications based on how the candidates meet the needs and expectations of this role based on the information in this job description
- Shortlisted candidates will be invited to interview with a panel including members of the Dance Ireland team, and will be required to prepare a short (maximum 10 mins) task and/or presentation
- If you have any access needs, please don't hesitate to let us know. We will do all we can to ensure this is a comfortable experience for you.

For further information on Dance Ireland, and what we do, please read our strategy here: <https://strategy.danceireland.ie/> and visit our website here: <https://www.danceireland.ie/>