

OPEN CALL

PANEL OF MARKETING AND COMMUNICATIONS PROFESSIONALS

(entry level, mid career and senior level)

Deadline for applications is 5pm on 30th September 2019

Dublin City Council Culture Company is seeking to appoint a panel of Marketing, Communication and Facilitation professionals across a range of experience levels and expertise, ranging from entry level to senior level.

The panel will be offered projects for development and delivery as they arise across the period September 2019 - August 2020 and possibly a second year, and will be contracted to that project or function via a Contract for Service.

Dublin City Council Culture Company runs cultural initiatives and buildings across the city with, and for, the people of Dublin. We run a series of multi-faceted creative engagement programmes which have a significant track record of impact in communities across the city. This panel will be key to communicating our values, projects and programmes.

We would be interested to hear from anyone who can demonstrate the necessary interest, skills, knowledge or experience as per the following requirements.

Working with our inhouse team and to the Communications Manager, the roles that will be offered include, but are not limited to:

- Marketing assistance
- Communications and team support
- Strategy and institutional communications
- Facilitation of groups, focus meetings, and market research, and the collation of findings to actionable reports with the team and key partners
- Digital engagement and website moderation and support

We see this panel as being a group of individuals, having a broad range of skills and specialisations, to work with us as required. To this end, we encourage applications from individuals from varied and diverse backgrounds and experience. Importantly, we are looking for creative and communicative individuals who share in our belief in activating and empowering cultural experiences for individuals at a local level.

More detail and functions specifications

The key functions we are looking to offer to candidates who are confirmed onto the panel are listed below. When sending us your application details, please outline what functions you would like your application to be considered for.

Key Function 1

Social Media & Digital Communications (entry/mid level role)

- Build and manage the social media presence of Dublin City Council Culture Company and its associated programmes and projects. To include Facebook, Instagram, Twitter, LinkedIn, YouTube, Issuu, Soundcloud and others as required, in line with the organisations Digital Communications Strategy.

- Maintain brand consistency across platforms
- Working closely with our website managers, engagement and museum teams, to translate project stories into digital content and devise creative content that tells the story of our programmes, project and participants.
- Liaising with our partners and collaborators to increase the reach of our content.
- Identify and engage with key social influencers
- Direct paid search and social campaigns and analyse the performance of campaigns. Manage pay per click campaigns, paid search and social campaigns (to include Facebook/Instagram ads, Google AdWords and others as required).
- Compiling digital / analytical reports on performance, engagement and paid reach etc.
- Fluent working knowledge of the following: WordPress, Silverstripe, Mailchimp, Google Suite, Google Analytics, Google Adwords, Facebook/Twitter advertising. Later and Hootsuite. Experience in WordPress, Craft, Silverstripe and Mailchimp desirable.
- Knowledge of appropriate new media and digital developments.
- Ability to think analytically and conceptually at the same time.

Key Function 2

Website Management (entry/mid level role)

- Dublin City Council Culture Company has two live websites and two which will be on stream by the end of 2019, and an additional website currently planned to go in to in late 2019/early 2020:
 - <https://www.dublincitycouncilculturecompany.ie/>
 - <https://14henriettastreet.ie/>
 - OurCityOurBooks - in development, to be launched Autumn/Winter 2019
 - Culture Near You (see below) - in development, to be launched Autumn/Winter 2019
- These are 'live' content websites which need to be populated with consistently current content, guiding people to participation in our activities, acting as a library for some of our archived content
- Identify and implement a series of new blog posts to generate ongoing content which engaging with our staff and participants to tell the story of the organisation
- Fluent working knowledge of content management systems (preferably WordPress, Craft, Silverstrip)
- Experience in web development (PHP, MySQL, HTML, CSS, Javascript etc.) desirable but not essential.
- Good communications and content creation skill, including managing image and video content & their platforms working closely with the communication team

Key Function 3

Cultural Map 'Culture Near You' (entry/mid level role)

Culture Near You is a dynamic database & website of the city's cultural information and a public-facing website of the city's cultural assets. Due to go live in Autumn/Winter 2019.

- Pre-launch - data cleaning to ensure entries are ready for launch
- Pre and post-launch - develop a system for ongoing update of qualitative data with Head of Engagement and Communications Manager.
- Act as moderator for new content (whether submitted online or uploaded by ourselves).
- Ongoing updates and maintenance of data to ensure the map remains accurate
- The work specifically on this project will be required to take place in the Company office on a Company computer
- Working knowledge of GIS systems, in particular M.App Enterprise, desirable but not essential.

Key Function 4

Facilitation / Research / Review & Reporting (senior role)

- As a collaborative organisation, we often require facilitation of brainstorming sessions and similar project development activities. We are seeking a panel of persons who would like to assist the Company to facilitate such sessions to host workshops and focus groups, with partners, staff and other stakeholders to review key programmes, resulting in reports with key findings and recommendations.
- To advise and assist with research, which considers audience, reach and impact. To include methodology, collection, collation and analysis.
- To review and report on our organisational and programme learnings, impacts and achievements.

Key Function 5

Strategy, positioning and institutional communications (senior role)

- To work with the Dublin City Council Culture Company CEO and senior management team to position the Company and its initiatives as a key cultural programme of substance in the city, to raise awareness of it within Dublin City Council, in local and national government, in the community sector, in the arts sector, and among Dublin's citizens.
- To work with the Dublin City Council Culture Company team to ensure the Company and its initiatives are utilising best practice in all promotional, audience development and communications activities.
- To work with the Dublin City Council Culture Company CEO and her team to devise and deliver a communications programme that boosts awareness, increases understanding and optimises the initiative's worth – and the value of culture - to stakeholders, funders, participants and citizens.

Key Function 6

Communications Team support (entry/mid level role)

- Working closely with the Communications Manager this role supports all marketing, communications and sales functions within the organisation and requires excellent organisational and communication skills
- Preparation of design briefs for print, web and video
- Design campaign support and management for individual programmes and projects

- Responsibility for the company newsletter, and associated programme newsletters and mailing lists (using mailchimp)
- Providing support to the ticketing and sales function of the organisations (knowledge of box office/ ticketing systems an advantage. We currently use ticketsolve)
- Key liaison for contractors (photographers/videographers/designers/printers/publicist etc)
- Copywriting and editing
- Scheduling and distribution
- Reporting - publicity, analytics, collation of market research and internal reports
- Other duties as required.

These functions are considered as individual and separate but you can express your interest to be considered for one or more specific functions if you wish. Otherwise if you are successfully appointed to the panel, we will offer functions that we think best suit your area of experience or expressed interest in working in.

REQUIREMENTS

Every function will require administrative and project management skills such as:

- To work collaboratively with a wide and diverse team (including experience of cloud-based collaborative tools, eg Gsuite (or other up-to-date IT solutions).
- Manage, mediate, and engage positively with the different stakeholders and partners to our projects and to Dublin City Council Culture Company.
- Be a clear communicator and great writer with excellent attention to detail and excellent administrative and organizational skills
- Provide updates and reporting from these projects as directed as per templates and guidelines provided.
- Work in line with best practice and Dublin City Council Culture Company Child Protection, Data Protection, and Health and Safety policies and ensure compliance with all financial, contractual, legal procedures.
- To work independently and as part of a small team, to be able to multi-task, remain calm under pressure and meet tight deadlines and have a willingness to work flexibly (some events take place at evenings and weekends)

The Ideal persons for these functions will be able to demonstrate:

- A proven track record in the area of marketing or communications OR a clear desire to enter into this area of work.
- An interest in OR experience of developing and delivering a marketing or social media campaigns
- Interested in learning how to OR experience in efficiently managing external contractors, such as graphic designers, advertising agencies, videographers, photographers
- Knowledge of appropriate new media developments and online communications platforms

- A deep understanding of the work of Dublin City Council Culture Company and its ambitions and an interest in arts, culture and heritage and the provision of cultural services

IMPORTANT CONTRACTING DETAILS

- Appointment to the panel is for a maximum period of two years - at which point panelists may be free to apply again should such an opportunity arise.
- Individual projects will be offered based on the skills and experience outlined by the successful panellist during application. Project offers will include a complete written brief on the specific project and fee offer relevant to that project.
- Panellists have the right to accept or decline project offers as they arise.
- Each individual project offer will include a time commitment and fee. For clarity, this means that successful panelists may receive project offers that are full-time or part-time for a given period and they may be short-term or long-term in duration.
- The maximum value of a single or combination of Contract for Service offered to anyone on the panel for any given 12 month period will be no more than €24,000 ex VAT.
- No contract will be issued without proof of tax clearance, and/or VAT registration number where applicable.
- This specification does not constitute an offer or commitment to enter into a service contract, and no contractual rights shall exist until a formal written Contract for Services has been executed by Dublin City Council Culture Company for the relevant project.
- The award of a Contract for Service for any project does not confer exclusivity on the successful panelists unless expressly stated.

APPLICATION DETAILS

Please apply for the functions which most apply to your experience and skill set.

Applications must include the following:

- A cover letter (no more than two A4 pages), which should:
 - Explain your motivation to be involved in the work of Dublin City Council Culture Company.
 - Clearly cite your specific skills, knowledge and experience or interest in one or more of the range of experiences / key functions as requested in the outline above. Please review the key criteria for our evaluation as listed below.
- A full CV or company credentials (if applying as a partnership or company)

Please note that you do not need to demonstrate the ability to undertake ALL of the key functions outlined, when sending us your application details, please outline what functions you would like your application to be considered for.

KEY CRITERIA

Applications will be assessed based on the following criteria:

- For the senior functions
 - Evidence of a minimum of five years relevant or transferable experience

- An ability to demonstrate strong examples of previous experience which demonstrate a capacity to undertake the function as outlined.
- A demonstrated understanding of the company's values and goals and illustrate a desire to work within these.
- An interest in arts, culture and heritage and the provision of cultural services
- For entry & mid level functions
 - An expressed and well demonstrated desire to enter into this field of work. Please be prepared to discuss relevant case studies or specific experience or reasons for your interest in working in this field with us
 - Evidence of a strong understanding and belief in the work of Dublin City Council Culture Company
 - Demonstrable excellent administrative, organisational and communications skills.
 - Knowledge of appropriate new media developments and online communications platforms
 - Good interpersonal skills and self-initiative
 - An interest in arts, culture and heritage and the provision of cultural services

APPLICATIONS

Completed applications should be sent by email only to recruitment@dublincitycouncilculturecompany.ie with "Marketing & Communications Panel" in the subject line.

Queries can also be addressed by email to the recruitment@dublincitycouncilculturecompany.ie

Deadline for applications is 5pm on 30th September 2019

Applications will be reviewed by a panel based on the criteria as set out in this notice.

Shortlisted applicants may be invited to interview, which will take place on the week commencing 14 October 2019.

Panel appointments will be communicated no later than the 21 October 2019. Project offers will follow as they arise across the period of 1 year with a possible extension of the panel for a second year.

ABOUT US

Context

About Dublin City Council Culture Company

Dublin City Council Culture Company runs cultural initiatives and buildings across the city with, and for, the people of Dublin.

Collaborating with citizens, communities, cultural organisations, businesses, and Dublin City Council itself, we are focused on embedding culture into the everyday life of the city.

The Board of Directors has overall responsibility for the governance of the Dublin City Council Culture Company. A Cultural Advisory Group and Heritage Advisory Group, including leading arts, cultural, and academic stakeholders supports and informs the activities of the Culture Company.

OUR VISION

A Dublin where culture connects everything and everyone.

OUR MISSION

Connecting people through culture and conversation to ignite imaginations and experiences.

OUR VALUES

We are led by our values. They guide what we do and how we do it.

PARTICIPATION

We make culture real. We connect, activate and support people to revel in their imagination and creativity.

PARTNERSHIP

We know we are stronger together. We are a catalyst, bringing people and organisations together to grow knowledge, understanding and respect.

RELEVANCE

We believe culture is at the heart of human development and quality of life. We aim to embed culture in the everyday life of the city.

CAPACITY-BUILDING

We appreciate learning. We develop and share new ways of working that enable everyone to create more connections to culture.

QUALITY

We do everything in the best way possible. We find and use knowledge, experience and skills to build impact, quality and sustainability into every project

OUR GOALS

We have identified five goals - to ENGAGE, EXPERIMENT, LEARN, SHARE, EMBED - working with, through and for people in Dublin.

Please note that Dublin City Council Culture Company is committed to developing policies and practices ensuring that accessibility, Universal Design and reasonable accommodation for people with disabilities are taken into account.

Dublin City Council Culture Company is an equal opportunity employer. For more information on our Equal Opportunities Policy, please see [here](#). Please note that 14 Henrietta Street the museum is Part M access compliant, and the offices of Dublin City Council Culture Company have limited physical access. Reasonable accommodation of access requirements will be made for successful applicants. Interviews will take place in an accessible location.

We are committed to respecting and protecting your privacy. We keep several kinds of personal data about our prospective employees so we can manage the recruitment process effectively and efficiently and meet our legal obligations. For more information [please see our privacy policy for Job Applicants here.](#)