

# ABBEY THEATRE

## AMHARCLANN NA MAINISTREACH

### ABBEY THEATRE Amharclann na Mainistreach | Job Description

---

JOB TITLE: **Director of Communications and Marketing**

RESPONSIBLE TO: **Artistic and Executive Directors**

CONTRACT: Full time permanent

---

*“to bring upon the stage the deeper emotions of Ireland”.*

*The Abbey Theatre is Ireland’s National Theatre, and a significant part of its role is to reflect our evolving cultural, political and social identity. We do this through the creation, development and production of theatre that seeks to interrogate, challenge, gather and inspire a nation and its people, locally, nationally and internationally. We’ve held this inimitable place in the Irish cultural landscape for over 116 years, since before the formation of the Irish state.*

*The questions we must ask of ourselves now are: What does an Irish national theatre look like in 2021? How do we best reflect this moment of transition as the nation’s sense of identity evolves, our population becomes increasingly diverse, our diaspora expands, as we re-emerge from COVID and a major building project is developed to house the Abbey Theatre for the decades to come?*

To help us interrogate and respond to these questions fully, we are seeking a dynamic, driven and experienced **Director of Communications and Marketing**, who shares our curiosity, commitment and ambition for the Abbey Theatre, to join our senior management team.

The **Director of Communications and Marketing** will help us write the next chapter in our story and play a vital role in supporting and promoting the Abbey Theatre into its next decade. As a member of the Senior Management Team, the **Director of Communications and Marketing** will play an integral role in shaping our public face, contributing to senior decision-making and helping to shape the overall direction of the organisation.

The **Director of Communications and Marketing**, in addition to overseeing the strategy, planning and implementation of all communications, marketing, public affairs, public relations and sales programmes, will also lead on and work with the executive to foster innovative audience development and retention initiatives which will ensure the Abbey’s audience is diverse.

The **Director of Communications and Marketing** will work with the Artistic and Executive Directors and relevant committees to drive communications around the development of a new and sustainable national theatre, strategically engaging with stakeholders in relation to the new building project and ensuring it is aligned with the institutional marketing and communication of the Abbey and its role as a national cultural institution.

# ABBEY THEATRE

## AMHARCLANN NA MAINISTREACH

### **Purpose of the Role:**

- To lead on growing new audiences while retaining and deepening relationships with current audiences. To facilitate the Abbey moving to the forefront of digital and new media marketing and engagement
- Will work with the Artistic and Executive Directors to cement and enhance the brand of the Abbey Theatre, locally, nationally and internationally.
- Deliver a vital communication, public affairs, and relationship-building function, positioning and building the reputation and profile of Ireland's National Theatre as a leading performing arts organisation and cultural institution. The ability to engage with and tell the Abbey's story, in an effective and timely way will be crucial as will the ability to both develop and maintain integral relationships with staff, politicians, public servants, and at the highest levels of the Irish and international press and media.
- Develop an implementation plan for the Abbey's communications and marketing strategies and identify opportunities to increase audiences and maximise public/external engagement, contributing to the strategic development of the Abbey Theatre.
- Work with the Artistic and Executive Directors and the other senior managers to enhance internal communication structures throughout the organisation.
- Provide strategic leadership to the Communications and Marketing teams that are responsible for the promotion of all Abbey Theatre productions, projects and activities, audience engagement and data, sustainability, supporting advocacy, and for reputation and brand management. The Director of Communications and Marketing will lead on the promotion of the interests of the organisation through effective campaigns and events, building and maintaining relationships with existing and potential audiences, funders, and the media. They will also, collaborate with the Artistic and Executive Directors and relevant departments in maintaining relationships with donors, stakeholders, and other external bodies.

### **Duties and Responsibilities**

#### **Strategy and Public Affairs**

- As a senior manager, to lead on the development / updating, implementation, delivery of the Communications and Marketing strategies.
- To engage actively in the implementation and future development of the Organisational 5-year Strategy and an implementation plan with clear KPI's related to your department.
- To ensure the communication and marketing team's structure and skills keep pace with the changing environment, ensuring continuous improvement, reviewing roles, working methods and professional development on an ongoing basis.
- To co-ordinate reputation management and oversee public affairs and media relations, ensuring plans are in place for areas of sensitivity, and advising the Artistic and Executive Directors, Senior Management Team, Board of Directors and other colleagues on issues of political, media or public comment.

# ABBNEY THEATRE

## AMHARCLANN NA MAINISTREACH

### **Stakeholder Management**

- To help shape and facilitate a strategic approach to stakeholder engagement and public affairs.
- To give talks, presentations and briefings to industry peers, media contacts and other stakeholders, and to act as a media spokesperson when appropriate.
- To work closely with the Artistic and Executive Directors and senior managers to support fundraising and income generation, particularly around the ambitious Capital Redevelopment project
- To report on all Communications, Audience and Media matters to the Artistic and Executive Directors and the Board and to attend Board meetings as required.
- To attend performances, meetings and events as required, welcoming and hosting VIP guests and otherwise supporting the organisation's work, including on tour.

### **Leadership and Development**

- Lead and develop the Communications and Marketing teams.
- Guide and develop the team's progress, identifying training and other needs.
- Ensure appropriate deadlines are met in the Department, ensuring quality and effectiveness are built into all outcomes, including printed and digital material, press materials and web presence.

### **Public Relations**

- Devise, develop and implement comprehensive PR strategies.
- Develop effective relationships with key media players.
- Finalise and sign off on all types of effective PR material.
- Understand, appreciate and respond to the complex ethical and legal issues around public relations.
- Lead relations with any external advisors and / or third party contractors as they relate to the department.

### **Institutional Communications Management**

- To lead the strategic development of the Abbey Theatre's brand and oversee brand management.
- To work closely with the Artistic and Executive Directors on all public affairs issues.
- Develop internal and external brand ambassadors.
- Work with the Artistic and Executive Directors and relevant departments on corporate communications including key messages and support for the Executive.
- Oversee creative campaigns that engage a diverse range of audiences.
- Engage staff with the Abbey's strategy and artistic plans and give them the tools for advocacy, through enhancing internal communication structures.
- Strengthen relationships with key external stakeholders, including government, funders, wider arts and culture sector and support bodies, and coordinate contributions in these contexts on key issues.
- Co-ordinate reports for the Arts Council, and commission any research that may be necessary to enhance/develop the evidence base.

# ABBEY THEATRE

## AMHARCLANN NA MAINISTREACH

### Organisational Requirements

- Lead on the development of internal communications plan based upon the Artistic and Executive Directors' vision
- Participate in organisational projects as required.
- Maintain an excellent standard of customer care in service delivery.
- Use IT applications to service the post's administrative needs.
- Work towards the achievement of organisational goals and quality standards.
- To maintain confidentiality at all times, as the post will require handling, processing and recording of restricted information.
- Attend Abbey Theatre performances, rehearsals and other meetings and events some of which may be outside regular office hours.

### **All Abbey Theatre employees are expected to:**

- Support the achievement of organisational goals and quality standards.
- Maintain high standards of customer care.
- Use ICT effectively for administration.
- Take part in cross-organisational projects as required.
- Remain up to date with the Abbey Theatre's work, and aware of wider industry initiatives and trends.
- Maintain legal compliance and confidentiality at all times.

### **PERSON SPECIFICATION**

The post holder will have:

- Significant experience in a senior communications, marketing, public affairs or similar role, including marketing/digital-marketing experience.
- Sectoral knowledge and experience within arts, culture or similar sector.
- Management experience in the areas of strategic planning, stakeholder engagement, and leadership.
- Excellent communication and relationship building skills, with both external and internal stakeholders.
- Have a solutions focused approach.
- Experience of planning, brand planning and execution of same.
- Analytical skills, including measurement and evaluation, market research, insight generation, and knowledge of leveraging CRM systems.
- Experience of budgeting and financial management.
- A high level of self-motivation and autonomy, and an appetite for change.
- A degree of flexibility, as the post regularly requires attendance at performances and events outside of normal hours.

Desired

- A passion for theatre, arts and culture and the ability to communicate, accordingly.
- Previous experience in a not for profit/public body.
- A creative approach to problem solving.

# ABBAY THEATRE

## AMHARCLANN NA MAINISTREACH

### KEY RELATIONSHIPS

#### *Internal (including but not limited to)*

- Artistic and Executive Directors
- Marketing and Communications
- Sales & Customer Service
- Producing and New Work
- Board of Directors
- Fundraising
- Community & Education Department
- HR Department
- Finance Department
- Technical Department

#### *External (including but not limited to)*

- Abbey Theatre Customers
- Press and Media
- Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media
- Arts Council
- Other national, local and public bodies
- Digital agencies
- Designers
- Tourism agencies

### APPLICATION PROCESS

To apply, please submit a covering letter outlining why you want this post, highlighting the skills and experience that you could bring to the role. Please, also send an up to date CV, to:

Agnieszka Myszka, HR Generalist: [Recruitment@abbeytheatre.ie](mailto:Recruitment@abbeytheatre.ie)

**The closing date for applications is Tuesday, 27<sup>th</sup> July 2021 at 5pm.**

***The Abbey Theatre is an equal opportunities employer.***