



## **Head of Communications & Partnerships**

### **Job Description and Core Competencies**

**Salary: €50,000 - €60,000 (+ performance-related bonus)**

### **Our Mission**

*Business to Arts* builds creative partnerships between the arts and business; so that the creativity of the arts and the acumen of the business community enhance each other and drive world-class performance in Ireland.

### **Job Description and Core Competencies**

The Head of Communications & Partnerships is a key role at *Business to Arts*. Reporting to the Chief Executive, the successful candidate will guide and deliver all aspects of communications, events and sponsorship relationships at *Business to Arts*.

The successful candidate will be responsible for maximising sponsorship and grant income against challenging revenue targets. They will develop a strategy to increase opportunities for Corporate, Media and Government engagement with *Business to Arts* through a variety of mission-related activities. The successful candidate will be an excellent communicator, with the ability to inspire others to commit to and support our mission, and position *Business to Arts* as thought leaders. They will drive Sponsorship and Public Sector revenue growth, stewarding and maintaining strategic relationships, and build the 'family' of supporters of *Business to Arts*.

Working with our Board and Chief Executive they will work closely with our Strategic Partners to understand and take on their objectives as our own and deliver, time and again.

### **This will be achieved through:**

#### **Commercial & communications ability:**

- Developing an exciting range of projects and sponsorships for *Business to Arts*' key events. This includes the project management and development of:
  - The Business to Arts Awards
  - Fundraising Fellowship, Ireland programme supported by the Department of Culture, Heritage & Gaeltacht
  - Arts Funds
  - *Business to Arts*' CEO Forum in association with PwC
  - Fundit.ie
- Developing strategic relationships with national media organisations (including broadcast, print and digital) to further engage and communicate our mission and objectives
- Managing all aspects of media relations and being the first point of contact for all queries
- Planning and delivering oral and written communications that make a powerful and persuasive impact on intended audiences, in particular *Business to Arts*' funders and Members
- Combining commercial acumen and communications expertise to ensure a sustainable future for *Business to Arts* through increased revenue
- Preparing, editing and disseminating printed material, e-communications, web content, social media and other organisational material with passion



- Coordinating our annual calendar of events with our Executive, Members and Development Committee
- Coordinating our annual compliance and reporting calendar and being our designated Data Protection Officer while ensuring best-practice is maintained in these areas
- Working with our Executive and Board to ensure identified leads are followed up and converted

**Reputation management, team work & change management:**

- Reporting to, and working closely with, the Chief Executive and Board of *Business to Arts* to maintain our high standards of Governance and Compliance with the Charity Regulator, Companies Registration Office, Register of Lobbying, Register of Beneficial Owners etc.
- Demonstrating interest, skill, and success in getting diverse groups to learn to work together; to convey confidence in our employee's ability to be successful in their roles; delegating responsibility and authority, while managing employee performance
- The ability to demonstrate support for innovation and for organisational changes needed to improve our organisation's effectiveness; initiating, sponsoring, and implementing organisational change; helping others to successfully manage change

**Training, experience and qualifications desirable:**

- 5 years' experience in a management or executive position
- A graduate with a background in arts/charity communications, development, corporate and/or government affairs
- Extensive event and project management experience
- Demonstrable experience in winning and managing sponsorship relationships
- Experience developing and achieving annual performance indicators related to organisational communications and revenue

**Person specification:**

- An interest and real passion for the arts, demonstrated by an appropriate level of engagement
- Excellent written and verbal communication skills
- A strong interest in media and current affairs, and knowledge of the sponsorship market-place in Ireland
- Advanced proposal writing, pitching, presenting and negotiating skills
- Obsessive attention to detail and ability to manage multiple projects and communication activities at once
- Exceptional interpersonal skills, with a proven track record of building and maintaining relationships
- Self-starter with initiative and drive, an ability to work independently, to think creatively and identify opportunities
- A team player with an open and flexible attitude
- Digitally literate and familiar with using CRM systems (preferably Salesforce), databases, spreadsheets, project management software and web applications including e-mail, e-marketing and social media
- Ability to attend events and off-site functions which may be outside normal working hours
- An existing network in business is desirable, though not essential
- A driving licence is desirable, though not essential



**To apply for this role:**

Candidates should submit their application in confidence to [recruitment@businessstoarts.ie](mailto:recruitment@businessstoarts.ie) on or before 5.00pm on Wednesday 23<sup>rd</sup> December 2020. The application should consist of:

- Curriculum Vitae (maximum of two pages)
- Cover Letter, which outlines how they meet the above requirements and their interest in the work of *Business to Arts* (maximum of one page)

**Reference documents:**

- *Business to Arts* [Strategic Plan 2020-23](#)
- *Business to Arts* [Directors Reports & Financial Statements \(2019\)](#)
- *Business to Arts* [Charities Regulator Profile](#)