

## Aisling Ghéar - Irish Language Theatre Company

### Job Description

<b>Post</b>	Business development and Marketing officer
<b>Reports to</b>	Aisling Ghéar Manager
<b>Salary</b>	£18,080
<b>Location</b>	Aisling Ghéar office (An Chultúrlann)
<b>Contract length</b>	36 months
<b>Hours of work</b>	35 hours per week

**Purpose:**

To explore and help create new business opportunities for Aisling Ghéar and assist on marketing the organisation to a wider audience.

## **COMPANY**

### **Aisling Ghéar Theatre Co – The Irish language theatre company in NI**

Aisling Ghéar was founded in 1997 as part of a grass roots Irish-language movement focused on cultural and social renewal in the north of Ireland. From its earliest days, it has been characterised by connection to its immediate community base in tandem with an inclusive and cross-community approach. Based in Culturlann McAdam-Ó Fiaich on the Falls Road, Aisling Ghéar has for 25 years contributed to the vibrant and growing Irish-language community of Belfast, has added to the diversity and richness of cultural expression and has brought its unique work to national and international audiences

Aisling Ghéar is seeking a Business Development and Marketing Officer to join our small hard working and dedicated team. The ideal candidate will be an Irish speaker, with good networking skills, experience of working with funders/trusts/foundations, a flair for marketing, and an eye for potential business cross over interest in the work of the company.

We want to support you with a mix of mentoring and ongoing professional development, and through working with an experienced, dedicated team and our Board to develop the role over 3 years aligned to both your own area of arts interest and creative engagement, and the ambitions and objectives of Aisling Ghéar.

This post has been funded by Future Screens NI, Art Work – DfC Covid Recovery Employment and Skills Initiative

## **RESPONSIBILITIES**

- To explore and assist in creating new business opportunities for Aisling Ghéar to support Aisling Ghéar's strategic development plan.
- Assist in the development and implementation of a new marketing strategy and provide support in marketing the organisation to a wider audience.
- Research new business partnerships and working relationships to ensure that other organisations and individuals can add value to our agreed deliverables
- Work closely with all new audiences and customers to identify their collective needs and demands.
- With the General Manager to foster and facilitate key relationships with partners and stakeholders including Future ScreensNI
- Identify further funding in support of the delivery of Aisling Ghéar's ongoing objectives and assist in securing the funds
- Participate in daily briefings and weekly staff meetings

### **THE IDEAL PERSON**

- Fluent in Irish Language with strong verbal and written communication skills
- Has an enthusiasm for the Arts, Tourism or Community Development
- Likes and brings value to working with groups, communities, funders and businesses.
- Good networking skills
- Has a flair for marketing projects to achieve maximum engagement with the public.
- Can identify and match potential business interests alongside the projects of the company.
- Desirable: Has some experience of working with funders/ trusts/ foundations

**THIS CRITERIA WILL BE USED TO SHORTLIST YOUR APPLICATION**

Essential Criteria	Desirable Criteria
<b>Education / Experience</b>	
Fluent in Irish Language with a proven ability to communicate effectively in writing and in person with individuals and groups, and present issues and ideas in an accessible format	Third level qualification in a relevant field
Educated to AS Level or equivalent, including English and Irish	Qualifications/training in arts, tourism, community development and other relevant areas
Demonstrable Business development and Marketing capability	A good standard of financial management & public procurement experience
Proven experience/ interest in working in the arts, community, or other relevant sectors, locally, nationally, and/or internationally	Proven experience of working with communities within an area of high deprivation.
Proven experience of developing and managing key relationships and partnerships	Experience of developing & implementing a marketing & communications plan
Understand how to support high quality community led programmes through marketing	Proven experience of working with community groups and funders, ability to present & promote projects
Proven ability to work as part of a team and own on initiative	Proven experience of co-ordinating / managing projects
Ability to develop relationships and network with potential clients, funding organisations and strategic partners	Experience of writing successful funding applications
Proven good IT skills (Microsoft Office or equivalent including Outlook and Excel)	Knowledge of managing a major funding application and/or funding from other grant making bodies
Understanding of the role that community arts can play in enhancing cultural awareness and appreciation	Valid clean driving license & own transport

Please send your completed Application Form to:

[eolas@aislingghear.com](mailto:eolas@aislingghear.com)

Include in the Subject Line – Foirm Iarratais