



**create** national development  
agency for collaborative arts

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### **Role Summary**

Title: Communications and Social Media support, Creative Places Tuam  
Status: Freelance support role, 6 month fixed term  
Reports to: Director  
Fee: €5,000 fixed fee contract

Closing date for applications is Monday 19<sup>th</sup> June at 5.00pm

You can read more about the application process in Appendix 1.

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### **About Creative Places Tuam**

Creative Places is a multi-year arts and culture programme for the people of Tuam. The programme aims to develop a grassroots approach to creativity and arts engagement, building capacity for a rich, engaged artistic and cultural practice in the town and its hinterlands. It makes space for new ideas and new collaborations.

The programme offers a number of opportunities for everyone to be involved in a meaningful way. With Tuam as our venue, and its stories, history, people and future as our inspiration, Creative Places utilises residencies, commissions, creative exchanges and development days, community-based artist awards, conversations and new ideas to bring it to life.

Creative Places Tuam is funded by the Arts Council and led by Create, the national development agency for collaborative arts. As the programme moves towards its final phase (end of 2023), this varied and exciting role presents the successful candidate with an opportunity to make a real contribution to the dissemination and legacy of the programme.

## **Function and overall purpose of the role**

To develop Creative Places Tuam's website and social media channels, disseminating the programme across a diverse target group and realising significant audience development, ensuring optimal visibility for the programme of activities and projects delivered. This will involve content creation as well as sharing and ensuring visibility of existing resources.

The successful applicant will consider the social media and website's function as an archive of the programme after the end of 2023, and of Create's role in such.

The successful applicant will work closely with Create's Communications and Publishing Manager and the Programme Coordinator for Creative Places Tuam, reporting to the Director of Create.

## **Duties and Responsibilities**

### Communications / Development

- Generate and commission engaging communications content
- Oversee core channels including Creative Places Tuam website, Facebook and Instagram
- Deliver targeted campaigns and promotions across media channels
- Oversee digital activities and maintain Create's online presence
- Monitor and analyse media coverage and audience data
- Work across the team to maintain best practice and ensure consistency in communications and core messages in all media

### Administrative / Other

- Plan, manage and report on activities and initiatives
- Undertake training as required
- Maintain archives of print, publication, digital and video documentation
- Maintain a database of relevant contacts

## **Person Specification**

This role requires exceptional project management abilities as well as excellent communications skills and a background in communications or journalism, combined with experience of writing and editing for print and digital platforms, and an up-to-date knowledge of audience development initiatives. This role will require occasional meetings/ site visits in Tuam.

## **Personal Qualities**

- Self-disciplined, organised and self-motivating
- Ability to work in a team, contributing ideas, supporting team members and taking a lead role in projects as required
- Adaptable and receptive to new ideas and initiatives

- Excellent interpersonal skills with an ability to listen, build rapport and communicate with stakeholders at all levels
- An analyst who can identify individual issues, always aware of the big picture
- Energetic and committed to the ethos, values and ambition of Creative Places Tuam

### **Professional Competencies**

- Ability to communicate effectively, verbally and in writing, with people at all levels, both internal and external
- Display a sound understanding of equality issues and ability to appreciate, value and learn from other cultures and perspectives
- Ability to express complex ideas and projects for diverse audiences
- Ability to manage website content, SEO, email applications (Mailchimp), social media and other relevant online systems and platforms

This job description is intended as a summary of the primary responsibilities of and qualifications for this position. It is not intended to be inclusive of all duties an individual in this position might be asked to perform either now or in the future.

### **Terms**

This is a freelance role offering a fixed fee of €5,000 (inclusive of VAT and expenses). The period of work is expected to be from the beginning of July 2023 to the end of January 2024. Payments will be made in stages throughout this period, following the satisfactory completion of agreed tasks and submission of suitable invoices.

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### **Appendix 1 - Application Process**

Applications should include a cover letter, outlining why you are suitable for this role, with a full CV and two named referees.

Completed applications should be submitted by email only to [recruitment@create-ireland.ie](mailto:recruitment@create-ireland.ie) with "Communications and Social Media application" in the subject line. The deadline for applications is **Monday 19<sup>th</sup> June 2023 at 5.00pm**. Applications received after the closing date and time will not be accepted.

Create is committed to equal opportunities and diversity in its employment policy, practices and procedures.

Interviews will be held in person in Tuam or on Zoom **on Thursday 29<sup>th</sup> of June 2023**

Create is committed to respecting and protecting your privacy. We collect different kinds of personal data about prospective employees to manage the recruitment process and meet our legal obligations. It is Create's policy that this information is processed in accordance with Data Protection law. Records relating to the recruitment process will be retained for 1 year.