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# Head of Audiences and Development

**Overview:**

The Irish Museum of Modern Art (IMMA) is Ireland’s leading national institution of contemporary and modern art. Based in its home at the Royal Hospital Kilmainham, IMMA is celebrated for its vibrant and dynamic exhibition and education programmes and is committed to creating an enjoyable and engaging experience of contemporary art for everyone.

IMMA is now looking to appoint a **HEAD OF AUDIENCES AND DEVELOPMENT** to join its management team in this senior role. This is an exciting opportunity for a committed and visionary individual to build IMMA’s communications and development strategies, including realising the full potential of our online presence, and to make a valuable contribution to the continued growth and development of one of Ireland’s most exciting cultural institutions.

**Key Role Purpose:**

* To lead on the development and implementation of an integrated development, marketing, communication and visitor engagement strategy for IMMA.
* To play a key role in the delivery of IMMA’s strategic aims of building new audiences for contemporary art and of creating a strong base of corporate and individual partners to support our ambitious programme.
* To ensure that IMMA’s commitment to ensure a positive experience for all our audiences is met.
* To lead and inspire IMMA’s Communications and Development teams.

**Key Responsibilities:**

**1. To lead IMMA’s Development Strategy including:**

* Generate opportunities for IMMA to develop new private and corporate supporters.
* Research, identification and cultivation of corporate and private donor prospects.
* Act as the lead contact for IMMA’s Development Advisory Group, managing the work of the group and with the Development team implement their recommendations.
* Oversee the Development Team’s day-to-day management of all donor relationships.
* Oversee the Development Team’s day-to-day management of IMMA Members and Patrons.
* With the Development Team generate meetings, prepare proposals and follow up with donor prospects.
* With the Development Team research and prepare applications for foundation and cultural funding.

**2. Devise and oversee IMMA’s Communications Strategy including:**

* Strategy and oversight of IMMA’s marketing and press in order to engage audiences and drive attendance of the programme.
* Strategy and oversight of IMMA’s online presence including development of a new site and working with the programming team to develop programme related content.
* Strategy and oversight of IMMA’s brand and institutional marketing ensuring clear and consistent communication of key messages across all platforms.
* Communication of IMMA’s strategic aims and ambitions to our key stakeholders and contribution to institutional reports.

**3. Oversight of IMMA’s commitment to ensure a positive experience for all our audience including:**

* Oversight and liaison with staff providing face to face engagement with the public.
* Oversight of IMMA’s public resolution policy.
* Oversee IMMA’s annual visitor survey and implement recommendations from the findings.

**Candidate Specification:**

IMMA requires that the successful candidate be able to demonstrate that they have both the capability and desire for this role highlighting strong examples from their past experience. Specifically, it is seeking someone who can fulfil requirements listed below.

**Experience and Knowledge:**

* Significant experience of working at a senior level in the cultural sector with proven experience of delivering dynamic communications and development strategies.
* A strong interest in contemporary art, and an engagement with current research into gallery audiences and the potential of the digital space to creatively support audience development.
* Proven experience of Irish and international media, with up to date knowledge of key players in this field.
* A proven expertise in the area of digital marketing and new platforms in this area
* Experience of leading and managing teams

**Personal Attributes:**

* Excellent communication skills and a natural ability to foster productive relationships with IMMA’s stakeholders and partners
* Strong people management skills and the ability to lead and motivate the Development and Communications Teams
* The ability to think strategically and to find creative solutions to challenges
* Excellent organisational skills and the ability to work to tight deadlines and manage several projects concurrently
* Excellent interpersonal skills and the ability to act as an ambassador and advocate for IMMA in a range of different contexts

This post reports directly to the Museum Director.

The following posts report directly to the Head of Audiences and Development;

• Senior Public Affairs Executive

• Public Affairs Executive

• Development Officer - Corporate

• Development Officer - Private

**Terms and Conditions:**

The salary scale for the position (rates effective from 1 July, 2013) is as follows:

Engineer Grade II Salary Scale €52,889 to €65,000 depending on experience.

It is offered as a permanent contract subject to an agreed probationary period and is eligible for the IMMA Staff Superannuation Scheme.

**Application Process:**

Please send a CV and a letter of application (maximum 2 sides of A4), clearly marked for the attention of:

Fiona Brady

Human Resources

Irish Museum of Modern Art

Royal Hospital

Military Road

Kilmainham

Dublin 8

Or email to [fiona.brady@imma.ie](mailto:fiona.brady@imma.ie)

Closing date for applications is **no later than Friday 10th July at 5.30pm.**

The Irish Museum of Modern Art is an equal opportunities employer.