



Centre for Arts + Health
University Hospital Waterford
Dunmore Road
Waterford X91 ER8E
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www.realta.ie

Position Summary

Post Title: **Communications Manager**
Post Status: Part-time (14 hrs pw), one year fixed term contract
Location: Centre for Arts + Health, University Hospital Waterford
Reports to: Director
Salary: €40000 per annum pro-rata

Closing date for applications is **Thursday 25 2023 at 5pm** (*See Appendix 1 for application process details*)

Réalta, the National Body for Arts + Health in Ireland, shines a light on the transformative and central role the arts play in health. Founded in 2023 on decades of pioneering arts and health practice as Waterford Healing Arts Trust, and the encyclopaedic knowledge and insight gathered under artsandhealth.ie, Réalta's vision is for the arts to be embedded into the provision of healthcare in Ireland. Réalta's mission is to lead the development of the arts and health sector in Ireland through support, promotion and advancement, and the demonstration of excellence in artistic delivery. (*See Appendix 2 for further details*).

Function and overall purpose of the Communications Manager

The Communications Manager will have responsibility for communicating Réalta's work to its target audiences to support its vision and mission. A key member of the Réalta team, the Communications Manager will work closely with management and staff to design and deliver integrated communications for the organisation to a consistently excellent standard to optimise visibility for the organisation, to consolidate its reputation at the forefront of arts and health in Ireland and to increase awareness and understanding of arts and health practice and benefits.

This new role of Communications Manager offers the ideal candidate an exciting opportunity to break new ground, to illuminate health paths and to work in a rewarding position within a progressive organisation, making a difference to patients, their families and healthcare staff.

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Duties and Responsibilities of the Communications Manager

The Communications Manager will understand that advocacy, building awareness and understanding, and increasing support for arts and health practice are central to their role. To this end, the Communications Manager will design, develop and deliver an integrated communications strategy to align with Réalta's organisational strategy. The communications strategy will include, but not be limited to, the following activities:

Communications / Development

- Conducting and acting on a comprehensive communications audit of Réalta, including Waterford Healing Arts and artsandhealth.ie
- Generating and commissioning engaging and inspiring communications content
- Overseeing core channels including website news, e-bulletin, media releases
- Communicating stories and delivering targeted campaigns across media channels to promote Réalta's work
- Overseeing digital activities and maintaining an engaging online presence across Réalta and Waterford Healing Arts channels, and supporting artsandhealth.ie where required
- Monitoring and analysing media coverage and audience data
- Developing and sustaining positive media relationships
- Proactively managing organisational reputation
- Working across the team, including all internal stakeholders, to maintain best practice and ensure consistency in communications and core messages in all media

Strategic / Organisational Development

- Contributing to the building and sustaining of audience and stakeholder relationships
- Assisting the Director and Assistant Director with grant writing and identifying funding opportunities
- Representing Réalta externally, where appropriate

Administrative / Other

- Planning, managing and reporting on budgets for activities and initiatives
- Undertaking training as required
- Maintaining archives of media coverage, print publication, digital and video documentation
- Maintaining a database of relevant contacts, in compliance with GDPR requirements

Personal Qualities

Self-disciplined, organised, self-motivated, confident, experienced; Ability to work in a team, contributing ideas, supporting team members and taking a lead role on projects as required; Curious, adaptable and receptive to new ideas and initiatives; Ability to work under pressure and manage competing deadlines; Excellent interpersonal skills with an ability to listen, build rapport and communicate with stakeholders at all levels; Passionate about stories; Energetic and committed to the ethos, values and ambition of Réalta.

Professional qualities:

Essential - Excellent organisational and communication skills and attention to detail; Excellent writing and editing skills for print and digital platforms; Strong digital marketing skills, knowledge and experience; Ability to multi-task, to prioritise and to work to tight deadlines; Audience development experience; At least three years' experience of communications management; A demonstrable track record in successfully managing communications for a comparable project or organisation; Bachelor's Degree/training in relevant field, i.e. Communications/ PR, arts, business or similar related areas.

Desired - An appreciation of the role of the arts within healthcare settings and of good arts and health practice, as well as the challenges involved; Strong networks; Experience in research and evaluation; Master's Degree/further training in relevant field, i.e. Communications/ PR, journalism, arts management or similar related area.

Terms

The starting salary will be €40,000 per annum pro-rata with a 3-month probationary period. There is a holiday entitlement of 24 days per annum pro-rata, in addition to public holidays.

Appendix 1 - Application Process

Please submit the following to Claire Meaney, Director, Réalta by **Thursday 25 May 2023 at 5pm:**

- Letter of application stating your interest in and suitability for this position.
- Detailed Curriculum Vitae
- Names, addresses, e-mail addresses and phone numbers of two referees with whom you have had a working relationship
- Three examples of your professional writing, one of which must be a press release. Other examples may include brochures/catalogues, articles, evaluation reports, funding proposals, sponsorship proposals, digital storytelling.

Completed applications should be submitted by email only to ClaireA.Meaney@hse.ie with "Communications Manager Application" in the subject line.

Applications received after the closing date and time will not be accepted.

Interviews will take place in Waterford in the week beginning 12 June 2023.

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

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

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Appendix 2 – About Réalta

Réalta, the National Body for Arts + Health in Ireland, develops and delivers a range of arts and health training programmes for artists, healthcare professionals and arts and health managers; Provides access to information, mentoring and advice; Supports networking of arts and health practitioners; and engages with the HSE and other policy makers to increase understanding and support of arts and health practice.

Réalta's core areas of focus are:

- National arts and health training and support
- National advocacy, awareness and sector development
- Waterford Healing Arts
- artsandhealth.ie

Waterford Healing Arts is an extensive arts and health programme delivered at University Hospital Waterford (UHW) and other healthcare settings, offering patients, family members, staff and artists opportunities to engage in high quality participatory programmes and environmental enhancement initiatives. In addition, as part of the wider Réalta organisation, Waterford Healing Arts offers its programmes and systems as examples of good practice, it pilots new ideas and initiatives, and this invaluable experience and insight informs Réalta's programmes.

artsandhealth.ie inspires and promotes best practice via sector updates, case studies, commissioned opinion pieces and national and international resources. Additionally, the encyclopaedic resource that is artsandhealth.ie provides a substantial foundation of knowledge, constantly updated, for Réalta.

Together, these activities realise Réalta's mission to lead the development of arts and health in Ireland through support, promotion and advancement, and the demonstration of excellence in artistic delivery.

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