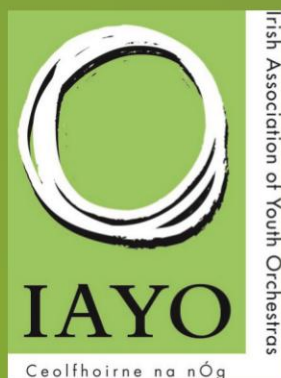




Irish Association of Youth Orchestras CLG

Marketing and Communications Officer

Application Pack | December 2025



Irish Association of Youth Orchestras

Marketing and Communications Officer | Application Pack

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Marketing and Communications Officer

The Irish Association of Youth Orchestras invites applications for the position of Marketing and Communications Officer. This is an exciting opportunity to contribute to the development of youth orchestras throughout Ireland and to practice and develop a range of marketing and communications skills.

The Marketing and Communications Officer will play a key role in promoting the activities and events of IAYO, providing news and information to IAYO members, promoting the involvement of young people in our media streams, and building a sense of community and collaboration.

The Marketing and Communications Officer will form part of a team including the CEO, Programmes Manager, Administrator and Youth Participation Officers, working with more than one-hundred professional and voluntary artistic and organisational staff annually.

The role involves the application of a range of media skills including basic technical skills in layout, design, photo and video editing as well as writing and editing content and managing stakeholder information and lists. Training opportunities and support for self-directed learning will be given to develop missing skills.

The ideal candidate will have experience of marketing and / or communications and a commitment to continuous learning and skills development. Specific knowledge of orchestras and classical music-making are not required but an interest in and knowledge of the area would be an advantage.

Role Details

Role Title:	Marketing and Communications Officer
Location:	The role is based in Civic Trust House in Cork City and occasionally on-site at our courses and events. A remote / blended approach to work will be considered.
Contract:	Permanent full-time (35 hours per week). There is a 6-month probationary period. Annual leave of 25 days per annum. Some weekend work will be required for which time-off-in-lieu is given as described in IAYO's Employee Handbook which can be accessed at https://www.iayo.ie/about/transparency/ A Personal Retirement Savings Account scheme is offered by IAYO with employer contributions of 5% when matched by employees. Employer contributions commence following the completion of a probationary period of six months.
Salary:	€36,000
Eligibility:	IAYO welcomes applications from non-EEA citizens. However, regulations regarding employment permits are set by the Department of Enterprise Tourism and Employment and must be strictly adhered to. An offer of appointment to Non-EEA candidates is subject to the granting of a Work Permit by the Department of Enterprise Tourism & Employment. We feel that it is unlikely that a non-EEA citizen will be offered a position due to the likelihood of there being suitable EEA candidates.

Role Requirements

Decisions made at shortlisting and interview will be made based on the following considerations:

- A strong desire to work in the arts and to promote public access to and participation in the arts is essential for this position;
- Attention to detail and a commitment to attaining high-quality outcomes;
- Appropriate and relevant experience and / or a relevant third-level qualification;
- An excellent standard of written English with the ability to write and edit for a variety of media and in a variety of styles (e.g. newsletters, websites, press releases, social media).
- Strong interpersonal communication skills — an ability to work with a large number and wide variety of stakeholders towards shared goals;
- An ability to work independently whilst integrating into the workflow of the company as a whole;
- The ability to balance a varied and busy schedule of activity and manage competing priorities;
- Strong computer skills: an ability to use and learn a variety of software applications including database, email, word processing, spreadsheets, basic image and video editing, layout, and a variety of web-based technologies;
- The ability to plan and implement a marketing strategy;
- An interest in, and knowledge of, classical and orchestral music is an advantage but is not necessary;
- A full driving licence and access to a car are desirable but not necessary.

Role Description

The following is a comprehensive list of duties of a role that has been in existence for five years with a well-established plan of activity. Some activities are ongoing whereas others are once-annually.

The specifics of this role description will be subject to occasional changes as the needs of IAYO develop and change and staff may occasionally be asked to perform duties that are not included in the role description.

Marketing and Promotions Planning

- In consultation with the CEO and Programmes Manager, create, manage and maintain a marketing plan for IAYO.
- Maintain specific promotion and PR plans for each ensemble and activity.
- Engage in ongoing evaluation of the effectiveness of IAYO marketing and communications output.
- Agree all marketing spends with the CEO or Programmes Manager in advance.

Funding, Sponsorship and Other Acknowledgements

- Ensure that all required, agreed and appropriate acknowledgements for funders, sponsors and other donors are observed in all media output of IAYO.
- Ensure that all co-producers and other relevant stakeholders are consulted in, and satisfied with, the creation and dissemination of branded materials. Final responsibility and decision making in this matter rests with the CEO.
- Manage the day-to-day acknowledgements and communications for the IAYO Friends Scheme.

Course and Activity Promotions

For all ensembles and courses run and supported by IAYO, including:

- ConCorda Chamber Music Course;
- Irish Youth Wind Ensemble;
- Esker Festival Orchestra;

- Irish Youth Baroque Ensemble;
- IAYO Chamber Music Workshops;
- IAYO Conducting Workshops;
- Other short courses and workshops as part of the annual programme.

Responsibilities

- Promote participation in IAYO ensembles, courses and events using the range of assets and channels available.
- Promote public performances of ensembles and courses as appropriate to the target audiences.
- Engage with and encourage ensemble and course participants to promote events in which they are participating.
- Engage designers, photographers and videographers for the promotion of events and post-performance dissemination of materials.
- Manage in-house video production of performance and promotional videos including camera set-up, basic video editing and archiving of footage.
- Commission — or create from existing artwork templates — event posters, flyers and programmes.
- Maintain websites for ensembles and events.
- Maintain social feeds and groups for events and courses including interaction with participants and stakeholders.
- Maintain guest-lists and issue invitations in a timely fashion. (RSVPs managed by Administrator / Programmes Manager)
- Compose and issue press releases, arrange interviews and photocalls including with artistic staff, volunteers and participants.
- Arrange ticket offers, competitions and phone-ins.
- Propose and manage promotional cross-deals including RTÉ Supporting the Arts.
- Collaborate with other partners and stakeholders in the promotion of courses, ensembles and events.
- Ensure adequate and sensitive representation of the IAYO brand in collaborative activities.

Festival of Youth Orchestras

- Collaborate with the hired PR company to use the Festival as the main annual platform to promote youth orchestras in Ireland, arranging participants for interviews, photocalls and other promotional opportunities.
- Commission posters, flyers, programmes and other materials for the promotion of the Festival.
- Arrange distribution and display of physical and virtual promotional assets.
- Arrange all programme content, with assistance from the Administrator / Programmes Manager, CEO and others as appropriate. Transmit materials and instructions to designers, proof and arrange cross-proofing of the programme and arrange for delivery.
- Compile invitation lists in conjunction with other staff and issue invitations.
- Promote the Festival on the IAYO network and through related networks using all available distribution channels. Arrange for professional recording and videography at the Festival when budgeted. Oversee in-house video production of performance and promotional videos including camera set-up, video editing and archiving of footage.
- Manage a volunteer or volunteers for the IAYO video cameras and other marketing needs on the day.
- Engage photographers for pre-publicity and for the festival day itself and arrange distribution of photos.

News Service

- Create and distribute the IAYO quarterly paper newsletter including editorial and layout. Manage the subscription base for this newsletter.
- Create the monthly e-newsletter; maintain and update mailing lists.
- Manage the news and information sections on the IAYO website, adding and updating new informational resources as they become available.
- Monitor relevant websites, newsletters and social feeds for training, events and information relevant to IAYO and our members (including collecting relevant information for our own records).

- Promote training and other opportunities for orchestras, their staff and young players through appropriate channels, including narrowly-targeted mailouts for specific opportunities or matters of importance.
- Work with the Youth Participation Officers to ensure appropriate visibility and representation of young people throughout our news streams.

Social Media

- Manage IAYO's social media feeds for the purposes of promotion and communications.
- Arrange for social media engagement from staff and participants on-site on our courses and activities.
- Monitor the information and activities of IAYO members and related stakeholders and share to the network.

Online Advertising

- Manage IAYO's Google Ads account.
- Create online advertising via social media and relevant websites.
- Track the effectiveness of advertising and online promotions using Analytics, Insights, etc.

Conferences and Seminars

- Create or commission promotional materials and plans for IAYO's representation at relevant national and international conferences and events.
- Represent IAYO at conferences and events where appropriate.

Member Support

- Encourage member organisations to develop their own promotional and audience development capacity.
- Provide advice on marketing and promotions to those members that request it including proofing / commenting on press releases, etc.

Participation and Audience Figures

- Track and record participation, audience figures, video views, etc. for our course, workshops, festival and news streams.

Reporting and Documentation of Work

- Continuously update the descriptions of processes in the company's Standard Operating Procedures.

Skillset

IAYO creates and maintains many of its brand assets in-house. It is expected that the Marketing and Communications Officer will already be familiar with or learn to use the following tools for preparation of posters, flyers, programmes and other materials from templates and existing brand assets. Training and learning resources will be provided.

- Scribus (also Microsoft Publisher): Desktop Publishing;
- GIMP: Photo editing (similar to Photoshop);
- Canva: Design;
- WordPress: Web publishing;
- MailChimp: Email management.

Proficiency in other software and software tools will grow to include:

- Microsoft Office Suite including MS Access;
- Basic audio and video editing using Audacity and DaVinci Resolve;
- Social media platforms including Facebook, Instagram and X with possible further additions;
- Google AdWords and advertising tools on social media networks;

Some other related duties may occasionally be needed and opportunities to engage in professional development will be available.

How to Apply

Application for this post is by **application form** and **cover letter**. CVs will not be assessed.

In your cover letter, please outline your fit with the requirements of the position as outlined above, most particularly your relationship to and desire to work with music and with young people.

Please keep your cover letter to a maximum of two pages of A4.

Applications are preferred by email to Allin Gray at allin@iayo.ie.

Applications may optionally be submitted by post to:

Allin Gray
Irish Association of Youth Orchestras CLG
Civic Trust House
50 Pope's Quay
Cork
Republic of Ireland
T23 R6XC

Applications by email will be acknowledged within three days or, during the holiday period, by autoresponder. If you do not receive acknowledgement, please contact the IAYO office at info@iayo.ie or on +353 21 421 5185 / +353 86 057 0062.

The **Application Deadline** is **Monday, 05 January 2026 at 5pm** (GMT / UTC+0).

Applications received after this time will not be considered.

Interviews will take place on Tuesday, 20 January 2026 at the IAYO offices in Cork. Online interviews may be offered to eligible candidates.

Assessment, Interview and Offers

All applications will be assessed by at least two panellists independently using the criteria outlined above in 'Role Requirements'.

Interview offers will be made on or before Tuesday, 13 January 2026. Those not being offered interviews will be informed at this time. Depending on the volume of applications, specific feedback may or may not be given in relation to applicants who have not been offered an interview.

A maximum of six candidates will be called for interview at IAYO's Cork office where they will be interviewed by three panellists including an external interviewer. Online interviews may be offered to facilitate the needs of eligible candidates.

Interviews will last c.40 minutes during which candidates will be asked a number of set questions with further questions in development of answers received and / or relating to candidates' specific work experience and skills. To help candidates present themselves as well as possible, a list of the set questions will be provided with interview offers.

Candidates may be required to respond to a scenario or present a short example of work relating to the position. If so, the specific nature of this task will be communicated at the time an interview is offered.

The panel will assess each candidate separately as interviews proceed and agree a final score / evaluation once all interviews have been completed.

It is envisaged that there will be one round of interviews only. If the panel decides to re-interview candidates, suitable notice will be given and expenses incurred for a second interview will be reimbursed by IAYO.

Candidates will be informed as soon as possible if the panel wishes to offer the position to the candidate, to re-interview, to place the candidate on a reserve list or if a job offer is not to be made. All offers are pending satisfactory completion of reference checks and Garda vetting.

Equality of Opportunity

All existing and new positions and promotions within IAYO are open to anyone. In this regard, we operate our policies to ensure equal opportunities in every respect. We do not discriminate on the grounds of an individual's sex, gender, civil status, family status, sexual orientation, religion, age, disability, race or membership of the travelling community.

IAYO is fully committed to ensuring that equal opportunities are implemented and developed. All our conditions of service, including pay and benefits, training, transfer and promotion opportunities and general career development opportunities, apply on a fair and equal basis to every member of staff.

To discriminate either directly or indirectly is unlawful and any unlawful discrimination by members of our staff will be dealt with in line with IAYO's Disciplinary Procedure.

When recruiting for various positions, selection will be made based on the candidates' suitability for the vacant position(s) according to pre-determined role-related selection criteria which will be consistently applied throughout the recruitment process. Equality of opportunity will also include accommodating, where possible, the needs of individuals to facilitate their participation in the recruitment and selection process. In addition, all employees have equal rights to opportunities for advancement within IAYO.

Referencing and Vetting

Employment with IAYO is subject to Garda Vetting and a child safeguarding referencing process. Any offer of employment is contingent on the receipt of documentary evidence of identity, suitable references as provided in candidates' application forms and completion of the vetting and referencing processes. Candidates may be excluded from working with IAYO on the basis of conviction for offences related to children or young people, convictions that might make a person unsuitable for working with children and young people or the expressed opinion of nominated referees that candidates are not suitable for working with children and young people.

Irish Association of Youth Orchestras

The Irish Association of Youth Orchestras is the national support and resource organisation for youth orchestras in Ireland. Membership of the Association is open to all youth orchestras in Ireland, whether linked to a school, a school of music, a college or university, or to an independent or community-based organisation. IAYO represents over 5,000 young musicians in 108 youth orchestras in Ireland and assists in the development of youth orchestras in all parts of the country.

IAYO is funded by The Arts Council, The Department of Education and Youth and Cork City Council. IAYO acknowledges the support of The Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, The Arts Council and Music Network through the Music Capital Scheme 2010-2024.

IAYO is a member of the European Orchestra Federation, The Association of British Orchestras, The National Campaign for the Arts, the National Youth Council of Ireland, Volunteering Ireland and The Wheel.

Mission

The Irish Association of Youth Orchestras promotes and fosters the development of youth orchestras in Ireland.

Vision

We envision an Ireland where all young people have the opportunity to experience the joy of ensemble music-making.

Aims

- Build and strengthen the community of youth orchestras.
- Provide and facilitate advice and information for youth orchestras.
- Foster excellence through the provision of training and resources.
- Promote best practice artistically and in working with young people.
- Offer and facilitate performance and collaboration opportunities.
- Present excellence in the youth orchestra movement to a wider and more diverse public.

- Encourage collaboration between all stakeholders in the development of youth orchestras.
- Act as a connection between youth orchestras in Ireland and the movement internationally.

Values

Community: We value creative communal expression and unite all our stakeholders in the joy of music by creating spaces for networking, peer-learning and shared musical experiences at every opportunity.

Diversity: We welcome all people and embrace the diversity of contemporary Ireland.

Enjoyment: We place fun, personal fulfilment and celebration at the core of all our work.

Equality: We believe that all young people should have the opportunity to practice musicianship and access instrumental training.

Excellence: We encourage every young person to reach the highest potential that they aspire and commit to.

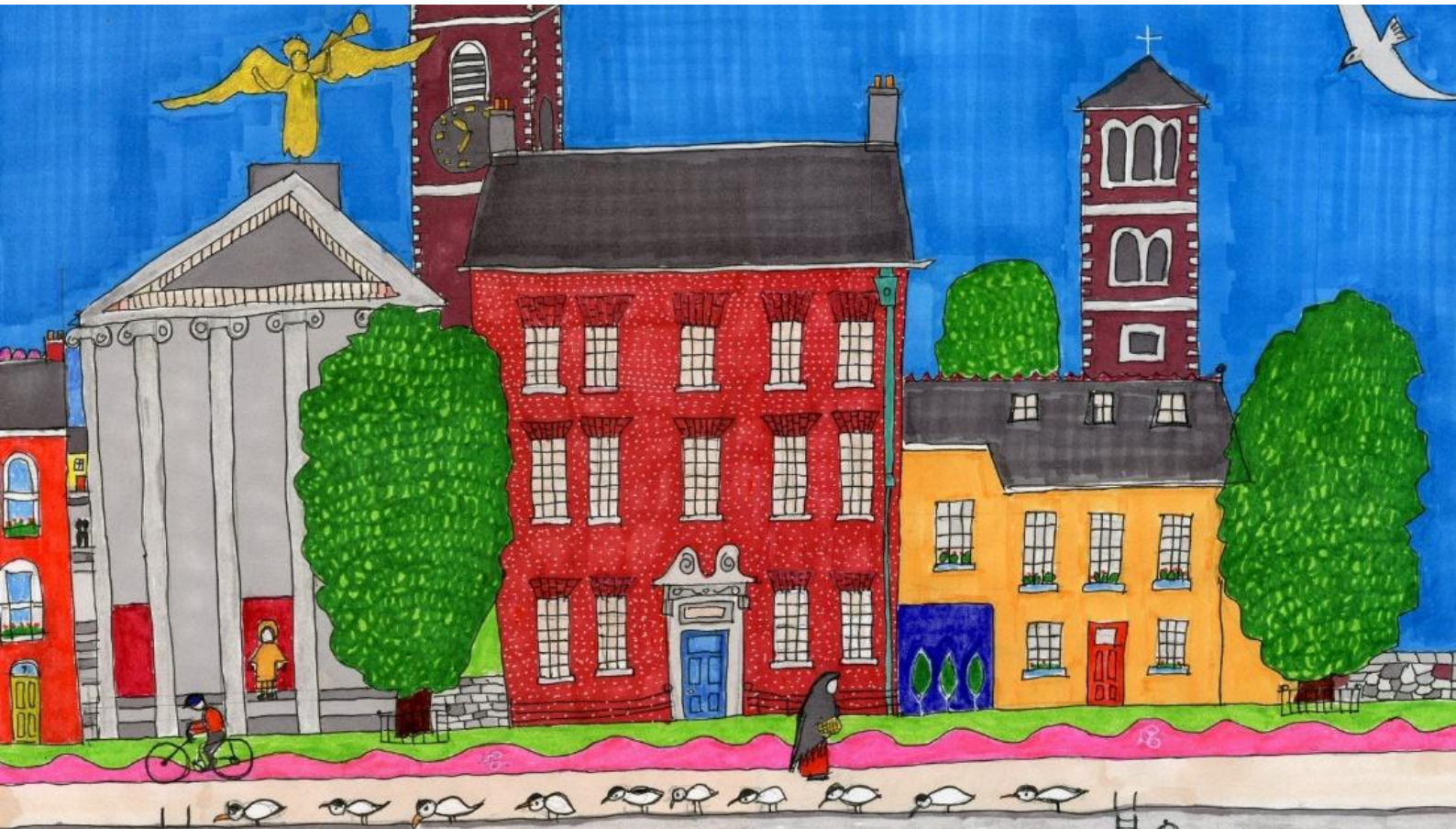
Integrity: We are transparent, honest and professional in all aspects of our work. We treat all people with respect, dignity and courtesy at all times.

Partnership: We value partnership with like-minded organisations that share or embody our values.

Sustainability: We value environmental sustainability and will reflect sustainable practices in our work.

Youth Participation: We put young people at the centre of our work, striving towards a partnership with them in our activities.

IAYO is resident at Civic Trust House in Cork: a shared administrative facility for the arts provided by Cork City Council. Our housemates include Cork International Choral Festival, Cork Folk Festival, Cork Jazz Festival, Cork Theatre Collective, Indie Cork, Smashing Times Theatre and Film Company, and Suisha Inclusive Arts as well as numerous hot-deskers, co-workers, sometime-residents and artists and groups that make use of the building's facilities.



Additional information on IAYO can be found on our websites as listed below. Copies of IAYO's *Strategic Plan* and our *Statement of Youth Work Practice* can be accessed at iayo.ie/transparency.

<https://iayo.ie/>

<https://concorda.iayo.ie/>

<https://www.eskerfestivalorchestra.com/>

<https://iywe.iayo.ie/>

<https://iybo.iayo.ie/>

<https://conducting.iayo.ie/>

The Irish Association of Youth Orchestras
CLG (IAYO) is the all-Ireland resource
organisation for youth orchestras.

IAYO is a company limited by guarantee,
registered in Ireland, No: 296500, and a
registered charity, No: 20045623.

IAYO is grant aided by The Arts Council,
The Department of Education and Youth
and Cork City Council.

IAYO acknowledges the support of
Department of Culture, Communications
and Sport, The Arts Council and Music
Network through the Music Capital
Scheme 2010-2024.

Directors: Laoise O'Brien (Chairperson),
Kathrine Barneclutt, Ekenenna
Chukwuewuzie, Avril Crotty, Anna Rosa
Mari, Katharine Mac Mághnuis, Mark
Thomas (Treasurer), Matthew Toal.

Staff: Allin Gray (CEO), Fiona McEvoy
(Administrator), Edel Carmody (Marketing
and Communications Officer), Sinéad Ryan
(Programmes Manager), Rachel Dunne
Lambe, Clara Scullion, Sibéal Ní Dhuibhir
(Youth Participation Officers).

Registered Address:

Civic Trust House,
50 Pope's Quay,
Cork, Ireland.

T: +353 21 421 5185

M: +353 86 057 0062

E: info@iayo.ie

W: iayo.ie



An Roinn Leanaí, Comhionannais,
Míchumais, Lánpháirtíochta agus Óige
Department of Children, Equality,
Disability, Integration and Youth

An Roinn Turasóireachta, Cultúir,
Ealaíon, Gaeltachta, Spóirt agus Meán
Department of Tourism, Culture,
Arts, Gaeltacht, Sport and Media

