

Engagement and Communications Officer – Sing Ireland

About Sing Ireland

Sing Ireland (SI) is a vibrant cultural organisation dedicated to promoting and advancing group singing in Ireland. We believe in the power of singing together to inspire, connect, and enhance lives. Sing Ireland supports a diverse community of singing groups, choral directors, and singers, fostering participation, education, outreach, and performance opportunities nationwide.

We are seeking a **creative and dynamic Engagement and Communications Officer** to join our team. This role is pivotal in strengthening Sing Ireland's presence, engaging our community, and promoting group singing across Ireland. You will help connect existing members, attract new participants, and ensure our communications reflect the energy and diversity of the Irish singing sector.

Key Responsibilities

Reporting to the General Manager and working closely with the CEO and executive team, you will:

- **Engagement Strategy** Develop and implement strategies to promote public awareness and deepen engagement with members, choirs, choral directors, and singers nationally. Build strong relationships and foster a sense of community.
- **Communications & Digital Content** Create and deliver effective communication plans, including newsletters, press releases, and social media campaigns. Contribute to the management of Sing Ireland's digital presence across platforms, ensuring content is relevant, accurate, up-to-date, and of consistent branding and tone.
- **Social Media Management** Plan, schedule, and produce engaging content for social channels. Monitor performance and adapt strategies to grow reach, engagement and audience interaction.
- **Design & Digital Tools** Use Canva and other digital tools to create visually appealing graphics and promotional assets for campaigns, events, and member communications.
- **Events Promotion** Support the team in promoting and attending workshops, festivals, and other industry events. Collaborate with partners and stakeholders to ensure

successful and impactful delivery.

- **Membership Support** Respond to member inquiries, assist with recruitment and retention, and facilitate and attend networking opportunities.
- **Advocacy & Outreach** Champion the value of choral music in education and community development. Work with stakeholders to amplify the reach and impact of group singing across Ireland.

Skills & Competencies

- Relevant third-level qualification (preferably in communications, marketing, arts management, or related field).
- Strong written and verbal communication skills with the ability to adapt tone and style to different audiences.
- Proven experience in social media management and digital content creation across multiple platforms.
- Proficiency digital marketing tools and customer relationship management systems.
- Basic graphic design and video editing skills are a strong advantage.
- Excellent organisational, administrative event planning skills, with attention to detail and deadlines.
- Ability to work independently and collaboratively as part of a small, creative team. Knowledge of and passion for choral music, the arts, and community engagement is an advantage.
- Understanding of artists' needs and familiarity of the Irish choral and cultural sector.

Experience: Minimum 2 years in a similar role or equivalent experience.

Contract Details

- **Type:** Part-Time (approx. 4 days/week)
- **Salary:** €28,000 (€35,000 pro rata)
- **Location:** Primarily remote, with travel to events and meetings (including Sing Ireland's office at University of Limerick).
- **Start Date:** January 2025
- **Duration:** Initial 12-month contract, with expectation of continuation.

Application Process

Submit **one PDF** containing:

- CV outlining relevant experience
- Letter of motivation addressing the job specifications

Email to **recruitment@singireland.ie** with subject line: *Engagement and Communications Officer Application*. **Closing Date:** Friday, 28th November 2025

Interviews: Provisionally, Friday 5th December 2025 online, with second round interviews on Friday 12th December in-person in Dublin. Sing Ireland is an equal opportunity employer and welcomes applications from candidates of all backgrounds.