field:arts
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fieldarts.ie

Growth | Support | Practice

Head of Communications

Role description and how to apply

Role	Head of Communications
Organisation	field:arts
Contract	Freelance, 1 year
Time commitment	Two days per week (104 days over the year)
Fee	€16,000 (based on €40,000 pro rata)
Working arrangements	An agreed schedule, with flexibility around key campaigns, launches and performances
Location	Remote, with the option to work from the field:arts office
Closing date	5pm, Monday 30 November 2026

OVERVIEW

field:arts is seeking an experienced communications professional to lead its identity and profile development, alongside providing practical social media support for its selected cohort of creative producers and their associated artists and companies.

This new role will communicate the distinctive value of the field:arts model: supporting contemporary independent practitioners working in Ireland, across disciplines, to develop and realise exceptional work nationally and internationally.

The role combines strategic planning with hands-on delivery, building recognition for field:arts while strengthening the visibility of the producers, artistic collaborations and work it supports.

OVERALL PURPOSE

The role has two interconnected priorities:

1. Establish the profile and identity of field:arts

Raise awareness of field:arts locally, nationally and internationally as a distinctive framework for creative production and support for creative producers. Communicate how its model creates the conditions for ambitious artistic work, sustainable independent practice and professional excellence.

Develop a clear and distinctive identity for field:arts, strengthening recognition of its unique support model and building its national and international profile. Establish a shared identity for its selected cohort, so that association with field:arts becomes recognised as a mark of artistic ambition, professional excellence and best practice.

2. Build recognition for the cohort and its work

Develop a shared brand identity around the field:arts cohort, while celebrating each producer's individual practice and artistic relationships. Build recognition of association with field:arts as a mark of artistic ambition, leading practice and a commitment to best practice.

Alongside these strategic priorities, the role will reduce the day-to-day social media workload of producers and help them develop a more consistent, effective and sustainable approach to communications.

TIME COMMITMENT

The role is contracted at two days per week, with the potential for additional days by agreement.

Time will be allocated across:

- field:arts communications, marketing and social media activity.
- Direct support for individual cohort producers.
- Communications for associated artists, companies and projects, where appropriate.

Priorities and time allocation will be agreed with field:arts, with flexibility around project launches, performances and other significant activity across the calendar. A shared schedule will ensure that project campaigns and ongoing organisational communications receive appropriate attention.

KEY RESPONSIBILITIES

Strategic communications and profile development

- Shape clear, compelling messaging about the distinctive field:arts model, the role of creative producers and the value of the support provided.
- Develop and deliver a marketing and communications strategy that connects the organisational profile of field:arts with the visibility of its cohort.
- Build on the established visual identity and tone of voice across field:arts communications.
- Develop a shared approach to identifying and crediting field:arts support across cohort communications, in agreement with producers and artistic partners.
- Identify opportunities to extend recognition through media coverage, cultural partnerships and relevant national and international networks.

field:arts social media and content

- Lead the planning, creation, scheduling and delivery of content across field:arts social media channels.
- Develop a quarterly communications plan and monthly content schedule, maintaining a consistent and purposeful presence.
- Highlight cohort members, artistic collaborations, projects, performances, organisational activity and relevant opportunities.
- Create stories that make the work of creative producing visible, giving audiences insight into the ideas, processes and relationships behind the work.
- Write, commission and adapt content, coordinating images, video and other materials with producers and artistic teams.
- Monitor engagement and use findings to refine content, reach and audience development.

Direct support for producers

- Work with individual producers to plan communications around their practice and forthcoming projects.
- Provide agreed hands-on support with content development, scheduling and campaign delivery.
- Help producers establish manageable workflows, shared resources and a sustainable approach to social media.
- Identify stories and achievements that can be amplified through field:arts channels and wider communications.
- Coordinate activity across the cohort to create opportunities for shared visibility.

Associated artists, companies and projects

- Support agreed campaigns for associated artists and companies, working closely with the relevant producer.
- Provide support and advice on developing content around launches, rehearsals, performances and other key moments.
- Connect project communications to the wider field:arts narrative, to create continuity and visibility.

Planning and evaluation

- Maintain a shared communications calendar across field:arts and the cohort.
- Agree priorities and realistic levels of support within the available time.
- Establish measures of success covering organisational recognition, cohort visibility, audience engagement and the effectiveness of support for producers.
- Review progress regularly and adapt the approach in response to results and emerging needs.

EXPERIENCE AND QUALITIES

The successful candidate will bring:

- Experience developing and delivering marketing, communications and social media strategies within the arts or a related cultural context.
- Strong editorial judgement and the ability to communicate artistic ideas clearly and engagingly.
- An understanding of contemporary independent arts practice and the role of creative producers.
- A collaborative approach and an interest in working with producers, artists and partners to make a positive impact on their work.
- Practical skills in content creation, campaign planning, scheduling and evaluation.
- The ability to balance long-term profile building with timely, hands-on delivery.

HOW TO APPLY

What to submit

- A current CV.
- A one-page letter outlining your interest in the role and your relevant experience. Letters can also be submitted in audio or video form no longer than 3 minutes.
- Two or three examples of marketing, communications or social media work you have led or created. Links are welcome.

Where to send your application

Email your application to **info@fieldarts.ie** with the subject line "Head of Communications application".

Application deadline

The closing date is **5pm, Monday 30 November 2026**. Applications received after this time will not be considered.

Selection process and interview dates

Applications will be reviewed by a panel against the experience and qualities set out above. Shortlisted candidates will be contacted by Thursday 3 December 2026.

Interviews will take place during **the week of Monday 7 December 2026**. Please let us know in your application if you are unavailable during that week.

Access requirements and enquiries

field:arts welcomes applications from people of all backgrounds and experiences. If you have any access requirements at any stage of the process, would like to apply in another format such as an audio or video cover page (no longer than 3 minutes), or have questions about the role, please contact info@fieldarts.ie.