



Commercial Director

Job Description

Overview:

The Lir Academy at Trinity College Dublin, founded in 2011, is seeking to appoint its first Commercial Director. This exciting opening presents a unique opportunity for the first holder of the position to contribute to the growth of Ireland's new National Academy of Dramatic Art at a crucial stage in its early development.

The Lir was developed by a partnership of the Cathal Ryan Trust and Trinity College Dublin in association with the world-renowned Royal Academy of Dramatic Art (RADA) in London. We train young actors, designers, directors, playwrights, stage managers and theatre technicians to the highest international standards for careers in the theatre and the allied professions of film, television, radio and new media. The training we offer is closely linked to the ever-changing needs and directions of the performing arts industries. The Lir is housed in a purpose-built facility at Grand Canal Dock, designed specifically for the courses we offer. It features a flexible black box studio with a seating capacity of 130, as well as 2 further performance studios, a dance studio, technical workshop, and a range of flexible teaching spaces to suit the training of The Lir's young practitioners.

The Lir's over-arching ambition is to become one of the leading drama academies in the world. It aims to ensure that its resources, facilities and equipment are sufficient to achieving this ambition. Following a hugely successful start-up period The Lir's current focus is to achieve newly identified strategic priorities. The appointment of a Commercial Director is central to the realisation of many of our primary objectives, including:

- Expanding the range and quality of training offered
- Increasing access and diversity across all our programmes
- Building on our status and reputation at home and abroad
- Consolidating our financial base

- Investing in additional staffing

The Commercial Director will be a crucial member of a small Senior Management team that includes the Director, Director of Administration, Marketing Director, Development Director, Foundation and Short Courses Director and Director of Technical Training.

Post Summary:

The primary role of the Commercial Director is to work with the Director to devise and deliver creative new business initiatives drawing on the unique opportunities that the training, facilities and artistic output of the National Academy of Dramatic Arts present. All such activities will be designed to increase revenue to facilitate the further advancement of Ireland's National Academy of Dramatic Art at Trinity College Dublin.

The Commercial Director will work to agreed commercial targets and clearly identified KPIs. Initially the successful candidate will work to expand The Lir's current 'Lir at Work' corporate training offering, leading on the sales and smooth delivery of all corporate training in close communication with our international partners RADA Business and existing personnel. Over time, the Commercial Director will develop business plans for additional commercial activities and will lead on the marketing, sales and delivery of these activities. It is envisaged that the Commercial Director will initially work to their own initiative (with limited sales, admin and marketing support from existing staff members), whilst building up a support team and expanded department as income generation allows.

Principal Duties and Responsibilities:

Primary Role:

Structures and Strategies:

- Work with the Director and Board to devise an ambitious commercial strategy for The Lir
- Lead on the design and delivery of appropriate structures, including staffing structures, to deliver this strategy
- Lead on scoping and business planning of additional commercial activities to be agreed and prioritised in consultation with the Director.

Deliver on Agreed Targets:

- Set and agree overall annual commercial targets
- Take full responsibility for achieving these targets
- Lead on the delivery of agreed targets for the Lir's existing corporate training offering, *The Lir at Work*
- Lead on the delivery of agreed targets for all additional commercial activities

The Lir at Work:

- Lead on the marketing and sales for *The Lir at Work*
- Drive the acquisition of new customers and manage client relationships (new and existing) working with existing personnel.
- Liaise with our international partners RADA on the delivery of all Lir at Work programmes
- Supervise the delivery of these courses within agreed budgets
- Work with RADA and existing personnel to identify and train Dublin based facilitators for the future delivery of *The Lir at Work* courses
- Understand the requirements of existing customers to ensure their needs are being met
- Work with *RADA Business* to further develop the existing partnership with The Lir, in order to maximise the full commercial potential of the partnership
- Work with *RADA Business* on the delivery of additional *RADA Business* training programmes in Ireland, not currently offered by The Lir including bespoke training

New Business Ideas:

- Work with the director to conceive new business ideas drawing on the unique character of the Lir Academy
- Lead on all necessary market research to scope out the viability of all new ideas
- Lead on the delivery of detailed business plans for all agreed commercial projects
- Lead on the sales and marketing for all new commercial projects
- Lead on the smooth delivery of all new commercial projects
- Deliver all new commercial projects within agreed budgets and timelines

Marketing and Sales:

- Work with the Marketing Director to design an appropriate Marketing Strategy for all commercial activities in the context of The Lir's overall Marketing Strategy
- Work with the Marketing Director on a plan to deliver on all marketing relating to commercial activities
- Drive all sales for additional commercial activities unless/until additional sales staff are agreed as part of the business planning process

Support Role:

- Provide advice and support to the Director and Board on all commercial efforts
- Represent The Lir at a local, national and international level when required

Other

- Develop and maintain appropriate databases
- Liaise with relevant offices in Trinity College, and other relevant institutions
- Other duties as required by the Director

Person Specification:

Qualifications, Knowledge & Experience

- An excellent commercial director has an entrepreneurial mind-set and great leadership skills.
- The ideal candidate will also be a creative strategist with excellent organisational abilities.
- Ideally have completed a Business, Administration, Marketing or related qualification
- Significant business development experience is essential
- A track record in sales and marketing, particularly in the cultural, voluntary or educational sectors, would be a significant advantage
- Knowledge of the performing arts, specifically theatre, would be an advantage
- Knowledge of the third level sector, particularly in Ireland, would be an advantage
- Event management experience would be an advantage
- Excellent working knowledge of MS Office suite including Word, Excel and PowerPoint
- Excellent administrative and business support skills with proven ability to multi-task
- Strong ability to organise and work effectively under time pressures and on own initiative
- Have the ability to forward plan and anticipate problems before they arise
- Strong written & verbal communication
- Display strong attention to detail and concern for accuracy
- Ability to work both independently and as part of a small team

Competencies

- Oral communication: convincing and confident when speaking to others; comes across as welcoming and approachable in manner
- Written communication: an ability to communicate effectively in writing. Documents are clear, concise and error-free.
- Good organisational skills.
- Interpersonal skills: ability to interface effectively with various stakeholders; fosters good working relationships.
- Conscientious: is accurate in their work and pays attention to detail.
- Deadline oriented: can handle multiple tasks simultaneously and meet deadlines
- Resourceful: can work on own initiative; knows where to find information/help and can problem solve
- Flexibility: can operate flexibly within a busy work environment
- Team worker: can operate effectively as part of a team
- Analytical skills: can identify a problem and propose a solution
- Motivated: displays a 'can-do' attitude; is committed to The Lir and wishes to contribute to its development

Salary:

Salary: €45,000 pa

Bonus payments: A potential bonus payment against agreed targets may be negotiated in addition to the base salary.

Terms and Conditions of Employment

The position is initially offered as a three-year fixed term contract renewable on an annual basis following an annual review against agreed key performance indicators and performance metrics. The contract includes an initial six month probationary period.

The position is based primarily in The Lir Academy on Pearse Street in Dublin or in our support offices.

The Commercial Director reports to the Director.

General working hours are Monday-Friday, 9am-5pm. The Commercial Director may be required to work outside these hours when required particularly on performances and events taking place outside of normal working hours.

Application Details:

All applications will be overseen in the strictest of confidence by The Lir's Director of Administration, Anne Fitzpatrick.

Interested candidates should submit a letter of application and a full CV to recruitment@thelir.ie

Application timeline:

Closing date for receipt of applications: 5pm Monday, March 25th 2019

Interviews: In Dublin the week of April 1st 2019

Preferred starting date: May 7th 2019

Selection methods:

Short-listing of candidates will be on the basis of the information contained in their CV and covering letter.

Candidates who are short-listed will be expected to attend for interview in Dublin the week of April 1st 2019.

Applicants called to interview will be asked to prepare a presentation outlining their approach to the role proposing ideas for generating additional commercial income as well as longer term

business development thinking. The presentation should also include a work plan for the first 6-9 months.

The interview panel will comprise the Director Loughlin Deegan, Chair Dermot McCrum, and others to be confirmed. The interview panel may be subject to change at short notice.

Second round interviews are not anticipated, however, The Lir may deem it necessary to invite preferred candidates to a second round interview.

Further information: recruitment@thelir.ie