



## **Sales Administrator for The Lir At Work**

### **Job Description**

#### **Overview**

The Lir National Academy of Dramatic Art at Trinity College Dublin, founded in 2011, is seeking to appoint a Sales Administrator for its new Commercial Department. This exciting opening presents a unique opportunity for the right candidate to join an ambitious team at a crucial stage in its early development.

The Lir Academy 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 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.

#### **About The Lir at Work**

Launched in 2016 in partnership with RADA Business, The Lir at Work offers a variety of communications workshops to Irish businesses - utilising the core skills, techniques and tenets of training that have made The Lir Academy, Ireland's leading drama academy. Our communications workshops focus on improving the body, breath & voice - helping people in work to become brilliant communicators.

#### **Post Summary:**

The primary role of the Sales Administrator will be to work with the Commercial Director in developing a client base for the Academy's "The Lir at Work" initiative. The Sales Administrator will

work to agreed commercial targets and clearly identified KPI's – and will be involved in all stages of the client sales cycle – from market research and database development to account management, project management and overall smooth delivery of our corporate training offering.

The Lir at Work is the fastest growing area within The Lir's Commercial Department – and the ideal candidate will have ambition and willingness to grow within the role in a short amount of time. Career progress within the role is both supported and encouraged.

### **Principal Duties and Responsibilities:**

#### **Primary Role:**

- Work with the Commercial Director to research & establish a strong network of prospects in the Irish Market.
- Promote The Lir at Work to Irish business via phone / email marketing.
- Provide administration support for existing client workshops.
- Assist with project management requirements for client workshops.
- Have full responsibility for database management & segmentation.
- Work with the Commercial Director to conceive new business ideas and strategies for The Lir at Work.
- Work with the Commercial Director to deliver on all marketing and sales initiatives relating to The Lir at Work.
- Assist in driving sales across a number of new workshop offerings to Irish SME's.
- Liaise with relevant offices in Trinity College, and other relevant institutions.
- Other duties as required by the Commercial Director.

### **Person Specification:**

#### *Qualifications, Knowledge & Experience*

- 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.
- 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.
- Strong written & verbal communication
- 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: €25,000 per annum

Bonus Payment: A potential bonus payment against agreed targets may be negotiated in addition to the base salary of up to 20% of base salary.

### **Terms and Conditions of Employment**

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

The position will be based at The Lir Academy on Pearse Street in Dublin.

The Sales Administrator reports to the Commercial Director.

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

Flexible Working Hours: The Lir is open to providing flexible working hours for the right candidate including flexible unpaid leave options – which might suit candidate who have periodic working commitments elsewhere during the year.

### **Application Details:**

All applications will be overseen in the strictest of confidence by The Lir's Commercial Director, Paul O'Connor. Interested candidates should submit a letter of application and a full CV to [recruitment@thelir.ie](mailto:recruitment@thelir.ie)

### **Application timeline:**

Closing date for receipt of applications: 5pm Friday, October 25th 2019

Interviews: In Dublin the week of November 4th 2019

Preferred starting date: December 2nd 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 November 2<sup>nd</sup> 2019.

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](mailto:recruitment@thelir.ie)