



Appointment of
Director of
Audience Development and
Stakeholder Engagement



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Welcome

Dear Candidate,

The National Gallery of Ireland is a very special place. It's the only public gallery in the world where you can see the best of Irish and international art together, from the Middle Ages to today. Our collection comprises over 19,000 paintings, drawings, watercolours, miniatures, prints, sculpture and decorative arts, including masterpieces by many of the most celebrated figures in the history of western European art. We care for our island's most precious artistic resource: a world-class collection of paintings, drawings, and sculpture.

This includes masterpieces by Caravaggio, Fontana, Vermeer, Goya, Monet and Picasso, the most representative collection of Irish painting anywhere, and an expanding archive relating to the development of international and Irish art. It is our responsibility to ensure that these collections are preserved for this and future generations, and that they reach and serve the needs of our changing – and growing – audiences in a world that is both physical and digital.

The Gallery is one of Ireland's most popular visitor attractions. We welcome

over one million visitors each year to our site on Merrion Square, in the heart of Dublin. Our exhibition and education programmes are nationally and internationally acclaimed.

We work increasingly with communities across Ireland. It's vital that people all over the island feel that this is their collection, and that it serves them. In addition, it's important that we continue to operate internationally, developing relationships and partnerships with museums, collections, and philanthropists within and outside Ireland.

This is an exciting time to be joining the National Gallery of Ireland. We are in the midst of an ambitious Strategic Plan, as we prepare to celebrate our 175th birthday in 2029. The successful candidate will be able to contribute to how we celebrate this milestone, and particularly how we look towards the Gallery's future. This includes progression of the Gallery's plans for an Education, Research and Conservation Centre on our central Dublin site: key to how we work with our audiences, and how we care for and share our collections and our programmes, on site, across our island and the world.

As Director of Audience Development & Stakeholder Engagement, you will play a pivotal leadership role in shaping how the Gallery connects with audiences, partners, and supporters at national and international level. This is a rare opportunity to drive major strategic initiatives, including audience growth, brand visibility, philanthropy, and commercial development, while contributing directly to the Gallery's long-term vision as part of the Executive Leadership Team. You will provide strategic leadership across a broad portfolio covering marketing, communications, fundraising, visitor experience, and stakeholder engagement, ensuring that the Gallery's mission and values are communicated with clarity and impact to diverse audiences.

You will work very closely with myself, the other members of our Executive Leadership Team (ELT), and senior managers, as well as with our Board of Guardians and Governors, our sponsoring government department of Culture, Communications and Sport, and the Office of Public Works (OPW).

I was appointed Director at the end of 2022, the first woman to hold this role. I am proud to be leading a public museum that has inspired me since I first visited as a teenager. I am looking for a Director of Audience Development and Stakeholder Engagement who will work with me to further develop a successful, dynamic, effective and sustainable National Gallery that will enable us to open more minds to art: today, and in the future.

I look forward to hearing from you.

Yours sincerely,

A handwritten signature in black ink that reads "Caroline Campbell". The script is cursive and elegant, with a prominent 'C' and 'C'.

Dr Caroline Campbell

Director



The National Gallery of Ireland

The National Gallery of Ireland is Ireland's major national cultural institution and houses the nation's collection of European and Irish art from about 1300 AD onwards. We seek to share the wonders of this outstanding collection in a welcoming, inclusive, and accessible way with visitors from both Ireland and overseas. The Gallery also houses an extensive Library and Archive.

The national collection and our associated archival holdings are important resources that are open to everyone.

Under its current Director, Dr Caroline Campbell, the Gallery continues its mission of serving our visitors in their enrichment and enjoyment of visual art.

Mission and Values

Mission

Our mission is to care for, interpret, develop, and showcase art in a way that makes the National Gallery of Ireland an exciting place to encounter art. We aim to provide an outstanding experience that inspires an interest in and an appreciation of art for all. We are dedicated to bringing people and their art together.

Values

- **Integrity** - We are united in doing things for the right reasons. We are here to provide people with the most enriching experience of art possible.
- **Openness** - We engage positively with a wide range of audiences and stakeholders and approach our work with fresh ideas. We embrace diversity and audiences that are representative of contemporary Irish society, and we promote equality. Our doors are open to the public seven days a week.
- **Creativity** - We are creative and resourceful. We inspire our audiences by heightening their knowledge and enjoyment through discovery and innovation.
- **Expertise** - We are committed to making sure our audiences share the activities and insights of the Gallery's many specialists.

Strategic Priorities

- Developing and caring for our living collections for public benefit
- A National Gallery for All
- Excellence in Corporate Services
- Strategic Partnerships



The Collection

The National Gallery of Ireland houses a rich collection of over 19,000 works of art. Spanning the history of western art, from around 1300 AD to the present day, the Gallery's collection includes well-known artists from Mantegna and Rembrandt to Monet and Picasso. Paintings, sculpture, prints, drawings, photography, archival and bibliographical material all feature, in addition to objects d'art, silverware and furniture.

The Gallery houses an impressive range of masterpieces by artists from the major European schools of art whilst also featuring the world's most comprehensive collection of Irish art. Among the much-loved Irish works are *The Marriage of Strongbow and Aoife* by Maclise and *The Meeting on the Turret Stairs* by Burton. Other celebrated Irish artists include Hone, Barry, Hamilton,

O'Connor, Lavery, Orpen, Jellett and Swanzy. International highlights include Spanish, Italian, French, British, Dutch and Flemish works by Titian, Caravaggio, Velázquez, Poussin, Vermeer, Ruysch, Goya, Hogarth, Gainsborough, Reynolds, Morisot, and Van Gogh.

The extensive Prints and Drawings collection comprises prints (engravings, etchings, mezzotints, and lithographs), simple pencil sketches, preparatory studies for paintings, finished landscape watercolours, portraits in all media, and architectural and topographical drawings. The scope of the collection is broad, ranging in date from the 15th century to the present day. Highlights include Italian, French, Dutch and Flemish drawings, and works by Irish and British artists from the 17th Century to today.

National Portrait Collection

The origins of the National Portrait Collection date back to 1875. Over the years the collection has been developed with additions of paintings, drawings, watercolours, and sculpture depicting prominent Irish individuals who have contributed to the civic, social, and cultural life of the island.

Since 1998, the Collection has been enhanced by a series of commissioned portraits of prominent figures from contemporary Irish life. The annual Portrait Prize, launched in 2014, has further contributed to the growth of this significant collection. The Gallery now presents the AIB Portrait Prize and AIB Young Portrait Prize each year in Dublin and tours regional venues across Ireland.

Exhibitions

The Gallery puts on an exciting and rich programme of critically acclaimed exhibitions throughout the year by artists from Ireland and abroad, such as Johannes Vermeer, Rembrandt Harmenszoon van Rijn, Peter Paul Rubens, William Orpen, J.M.W. Turner, John Lavery, Lavinia Fontana, Mainie Jellett, Evie Hone and Pablo Picasso. The Gallery also engages with contemporary artists, including Hughie O'Donoghue, John Minihan, Alice Maher, Dorothy Cross and James Coleman.



Public Engagement

From flamboyant Flamenco performances to showcasing the talent of our young people in the AIB Young Portrait Prize, to our Schools and Youth Programmes, and online Art Appreciation Courses, the Gallery continues to grow and enhance engagement with different audiences, ensuring that people of all ages and abilities have been able to interact with the Gallery's programmes whether onsite, offsite, or online.

The programme of activities complements the exhibitions and the Gallery's permanent collection, and we also work with contemporary artists, other cultural institutions, and collaborators and partners across Ireland and internationally to enhance public engagement with the Gallery. Online audiences continue to engage with the Gallery in increased numbers.

Governance

The Gallery was established by an Act of Parliament in August 1854 (the "1854 Act") and opened ten years later. An autonomous national cultural institution, the Gallery operates under the aegis of the Department of Culture, Communications and Sport. Under its statutes, the affairs of the Gallery are entrusted to a Board of Governors and Guardians who are responsible for policy and oversight.

Day-to-day operations at the Gallery are managed by the Director who is accountable to the Board of Governors. The Executive Leadership Team is the senior decision-making forum within the Gallery and is consulted on important strategic, policy and operational issues.

Charitable Purposes

- Advancement of education.
- Other purpose that is of benefit to the community.
- Advancement of the arts, culture, heritage, or sciences.
- Integration of those who are disadvantaged, and the promotion of their full participation in society.

Charitable Objectives

As set out in Section 60 - National Cultural Institutions Act, 1997:

- To increase and diffuse in or outside the State knowledge of the visual arts by whatever means they consider appropriate.
- To engage in such activities for the purpose of raising funds for the purposes of the National Gallery as they think appropriate.

Master Development Plan

The refurbishment of the Gallery between March 2011 and 2016, under Phases 1, 2 and 3 of its Master Development Plan (MDP) allowed for enhanced flow of visitors through the galleries, to enjoy the new presentation of over 650 works, and to bring the historic premises up to the standard of a modern European art gallery. The project was co-funded by the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs, the

National Gallery of Ireland, and the Office of Public Works. The culmination of the Master Development Plan is the delivery of an on-site Education, Research and Conservation Centre which connects and expands our city centre campus. This will provide more exhibition and collection galleries, dedicated education and engagement spaces for the over 400,000 visitors who access our education programmes annually, purpose-built collection care

and conservation studios, and new facilities to make Ireland's largest art library and archive widely accessible. A refurbishment of the three Georgian townhouses which house many of the Gallery's offices is also in planning.

The aim of the Master Development Plan is to transform the National

Gallery of Ireland so that we can better serve our audiences in Ireland and beyond. This expansion represents a potential growth opportunity for the Gallery's future visitor numbers, in addition to substantially increasing the footprint of the Gallery by over 21,600 square metres.



Our commitment to Equality, Diversity, and Inclusion

The National Gallery of Ireland is committed to accessibility, equality, and inclusion. We work to ensure that no person is discriminated against on any of the protected grounds under Irish equality legislation. We also recognise that people may experience additional barriers linked to disability, poverty, social exclusion, or geographic access, and we strive to remove these wherever possible. Our focus on equality, diversity, and inclusion is embedded across the Gallery's work and informs how we engage with our visitors, our staff, and our communities.

Please see page 23 for an organisational chart showing the structure of the Gallery.



The Role of the Director of Audience Development & Stakeholder Engagement

The Gallery wishes to recruit a Director of Audience Development & Stakeholder Engagement on a permanent basis. Reporting to the Director of the Gallery, the Director of Audience Development & Stakeholder Engagement will oversee and develop the following functions: Marketing & Audience Analytics & Development, Communications, Commercial, Development & Friends, Publications & Images, Visitor Experience and will exercise leadership and managerial oversight over the division.

Key Responsibilities

The Director of Audience Development & Stakeholder Engagement will:

- Provide leadership across the teams and functions in the Audience, Development & Stakeholder Engagement Division, working closely with the Director, the other members of the Executive Leadership Team and key partners both inside and outside the organisation.
- Contribute to the strategic and operational leadership of the organisation as a member of the Executive Leadership Team.
- Work closely with the Director and ELT on the progression of the Master Development Plan, by aligning audience, fundraising and stakeholder strategies with the Gallery's long-term infrastructural ambitions.
- Responsibility for the delivery and implementation of two of the strategic priorities within the Gallery Strategic Plan 2024-2028:

A National Gallery for all

Fostering a culture of inclusivity, diversity and equality for all our audiences, stakeholders and people.

Strategic Partnerships

Leading development and growth of national and international partnerships across the public and private sectors.

- Provide strategic leadership to ensure visitors experience the National Gallery of Ireland's collections at a world-class standard across all platforms—onsite, offsite, online and through publications.
- Oversee the implementation and evaluation of the Gallery's first Audience Strategy (2025–28).
- As part of Strategic Partnerships priority, oversee development of Annual Stakeholder Engagement Plans that communicate the Gallery's impact, priorities and progress to key partners, funders and public bodies.
- Oversee the development and execution of a long-term Revenue Growth Plan encompassing sustainable commercial and development practices.
- Oversee cultural and organisational change to embed audience-centred thinking, philanthropy, and commercial awareness across the Gallery, supporting new processes, practices and mind sets required for sustainable income growth.
- Oversee the development and delivery of major philanthropic and capital fundraising initiatives required to support the Master Development Plan and other strategic priorities.
- Act as an agent for change, bringing commercial acumen and judgement to bear throughout policy making and programme development.
- Ensure the vision and values of the Gallery underpin all commercial negotiations.
- Represent the Gallery at a range of public events and meetings, establishing and maintaining excellent relationships internally and externally.
- Oversee the Visitor Experience function ensuring excellence in onsite visitor service, accessibility, and audience care.
- Oversee divisional budgets and all major income streams.
- Participate in Board committee meetings as required.
- Increase awareness of the Gallery, its collections and programmes via various activities—media relations, both traditional and digital, marketing and advertising—to reach national and international target audiences.
- Oversee the creation and implementation of a Gallery marketing strategy and an integrated and innovative marketing, media and engagement plan.

- Oversee a media relations and public advocacy programme and develop strategic marketing alliances.
- Drive strong brand recognition for the Gallery and engage new audiences.
- Seek out and develop opportunities that enhance the profile of the Gallery.
- Develop diverse approaches to engaging existing and new target audiences.
- Foster cross-departmental working and co-operation through close collaboration with the Collections & Research, and Corporate Services Divisions.
- Ensure that all activities are undertaken in accordance with relevant Gallery policies.
- Undertake other duties, as identified and required by the Director.



Person Specification

The successful candidate will demonstrate relevant experience and qualifications as outlined below:

- A third level qualification in Marketing and Communications, Business Studies, Gallery Management or a related discipline.
- 10 years of recent senior management experience and leadership roles in medium- to large-sized organisations.
- An ability to lead, mentor and motivate high-performing teams in similar organisations.
- Evidence of leading the implementation of high-profile organisational projects.
- An ability to engage and work collaboratively with internal and external stakeholders.
- Experience of strategically analysing and reporting on organisational performance.
- An ability to be a spokesperson for the Gallery.
- Excellent commercial acumen, relationship management, problem solving, leadership and influencing skills, together with resilience, drive and integrity.
- Experience of working in or closely with the Public Sector.
- Experience of working with Boards and their Committees.
- Demonstrate a clear understanding of the opportunities and challenges facing a cultural institution.
- A strong track record in the exercise of sound professional judgement.
- An ability to maintain composure while working under pressure whilst achieving tight deadlines with accuracy and attention to detail.
- A strong work ethic, flexibility and results focused.
- A positive, proactive, adaptable approach with an enthusiasm and interest in working in an internationally renowned cultural institution.
- A sound knowledge of current and emerging trends in audience, commercial and development initiatives in the cultural, heritage and arts sectors in Ireland and abroad.
- Proficiency in IT together with practical knowledge of social media and excellent presentation and written skills.
- A broad awareness and interest in the success and development of the Gallery commercial, development, marketing and audience development programmes.

Skills, Talent and Abilities:

Leadership & Strategic Direction

- Leads the team, setting high standards and addressing performance issues.
- Facilitates open exchange of ideas and fosters a culture of open communication.
- Contributes to shaping Departmental and Government strategy and policy.
- Builds capability and capacity through effective delegation.
- Promotes a culture of learning and development, offering coaching and constructive feedback.
- Leads preparation for and implementation of significant change and reform.
- Anticipates and responds quickly to sectoral or broader environmental developments.
- Actively collaborates with other Departments, organisations and agencies.

Judgment & Decision Making

- Identifies and focuses on core issues in complex situations.
- Assembles facts, analyses information and thinks through issues logically.
- Understands relationships between issues and grasps high-level and socio-political implications.
- Identifies coherent solutions to complex problems.
- Takes timely action and makes decisions with confidence and courage.
- Makes sound, well-informed decisions with awareness of impacts and implications.
- Balances sectoral issues, political considerations and citizen impact in decision-making.

Management & Delivery of Results

- Takes personal responsibility for delivering results and services.
- Balances strategic and operational demands to meet business needs.
- Manages multiple agendas and reallocates resources as priorities shift.
- Optimises use of resources and implements performance measures to achieve objectives.
- Ensures effective use of ICT and new delivery models.
- Critically reviews projects and activities to ensure effectiveness and alignment with organisational needs.

- Promotes efficiencies, value for money and strong corporate governance.
- Ensures the team remains focused on business plan priorities, even under pressure.

Building Relationships & Communication

- Communicates clearly, articulately and with impact in both speech and writing.
- Actively listens and seeks to understand others' perspectives.
- Manages and resolves conflict in a constructive and positive manner.
- Works effectively within the political process, recognising and managing stakeholder tensions.
- Persuades, builds consensus and gains cooperation to achieve goals.
- Proactively engages with colleagues across all levels and organisations, building strong networks.
- Voices opinions when appropriate and necessary.

Specialist Knowledge, Expertise & Self-Development

- Develops and maintains expertise across relevant areas, recognised internally and externally.
- Keeps up to date with departmental, sectoral, national and international policies and trends.
- Maintains strong focus on self-development, seeking feedback and growth opportunities.

Drive & Commitment to Public Service Values

- Consistently strives for high performance.
- Demonstrates strong personal commitment, determination and persistence while maintaining balance and perspective.
- Contributes positively to the corporate agenda.
- Acts with honesty, trustworthiness and respect; delivers on commitments.
- Ensures citizens are at the centre of all services.
- Shows resilience and maintains composure in challenging situations.
- Promotes a culture of high ethical standards and integrity.

Citizenship Requirements

Eligible candidates must be:

1. A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein, and Norway; or
2. A citizen of the United Kingdom (UK); or
3. A citizen of Switzerland, pursuant to the agreement between the EU and Switzerland on the free movement of persons; or
4. A non-EEA citizen who has a Stamp 4 permission or a Stamp 5 permission.

Please note: A 50 TEU permission, which serves as a replacement for Stamp 4EUFAM after Brexit, is considered equivalent to Stamp 4.

To qualify candidates must be eligible by the date of any job offer.

Note: This job description is a guide to broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. This may be subject to review in view of new structures and/or the changing needs of the Gallery. All employees are required to be compliant with NGI screening and Garda Vetting procedures. The post will be subject to a satisfactory medical check and successful completion of a probationary period. Applicants must be fluent in English and be eligible to work in Ireland.

Terms of Appointment

Grade and Salary: The salary for this position will be in accordance with the Principal (PPC) pay scale, as per the 1 June 2026 pay adjustments. The salary scale for this position is as follows:

€108,152 €112,741 €117,294 €121,883 €125,753 €129,768 LSI 1 €133,775 LSI 2

The starting salary will be at the first point on the scale, €108,152 per annum, or on a higher point of the scale, as appropriate to the successful candidate, if appointed from an existing public sector role (in accordance with Circular 08/2019).

Candidates should note the National Gallery of Ireland complies with Department of Public Expenditure and Reform regulations and guidelines on Public Service pay and conditions of employment.

Annual Leave: The successful candidate will be entitled to 30 days of annual leave pro rata.

Superannuation: The successful candidate will be placed on the public sector pension scheme.

Benefits: The Gallery provides staff the opportunity to participate in the tax saver and cycle to work schemes.

Duration: Permanent.

Working hours: Full time, 5 days a week – 35 hours per week (net of breaks). Please note, flexibility is required and the successful candidate may be required to work occasional late evenings and weekends.

Any personal data that you provide when applying for this position shall be processed in accordance with our [Privacy Notice](#).

How to Apply

To apply for this role, please submit your application online and upload the following documents in PDF format:

- CV (should be no more than three pages) detailing your relevant achievements and experience to date.
- Cover letter (should be no more than three pages) outlining why you wish to be considered and how your skills and experience meet the requirements of the role.

Only fully completed applications submitted before the closing date will be accepted.

All enquiries relating to the role can be sent through the messaging function within the Rezoomo application system, or alternatively to the HR Team at hrhelpdesk@ngi.ie.

Selection Process

The selection process will include but is not limited to initial candidate screening, and two interview stages, including delivery of a presentation at interview stage.

Panel

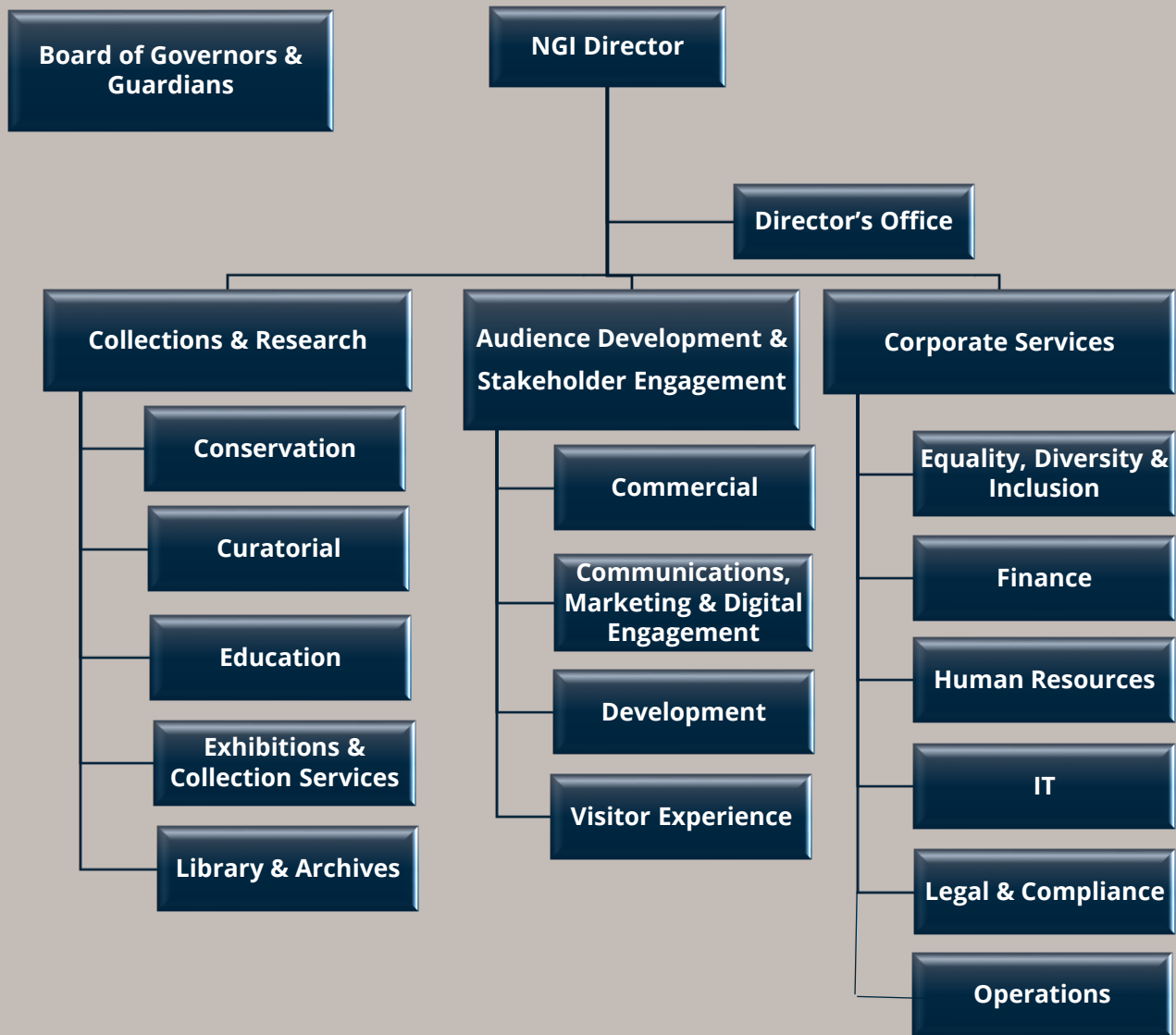
Candidates should note that at the end of the candidate assessment process a panel of successful candidates may be formed based on order of merit, from which future positions may be filled.

Closing date for receipt of applications: 1 November 2026.

At the National Gallery of Ireland, we value equality, diversity, and inclusion, and we recognise the benefits they bring to our staff and visitors. We welcome applications from candidates with diverse backgrounds and experiences, and we are committed to building a workforce that reflects the communities we serve. If you require reasonable accommodation at any stage of the recruitment process, please let us know and we will be happy to support you.

The National Gallery of Ireland is an equal opportunities employer

Organisational Structure



Photography credits

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