



**THE TYRONE GUTHRIE CENTRE AT ANNAGHMAKERRIG
COMMUNICATIONS POLICY**

Ratified by the Board of Directors 24 September 2022.

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The Tyrone Guthrie Centre at Annaghmakerrig

Communications Policy

Introduction

The Board of Directors and in-house team of The Tyrone Guthrie Centre recognise that consistent, effective, and appropriate internal and external communications are essential to the achievement of our aims and objectives as a publicly funded arts organisation. The aim of this policy is to reduce the risk to our organisation of ineffective communication, and to ensure that our funders, the public, our Board, and our in-house team are aware of how communications are best conducted, and who has responsibility for its various aspects.

Scope

This policy deals with both external and internal communications.

External Communications includes information given to our different audiences, whether through phone calls, on our various online platforms including our newsletter, marketing materials, press releases, and all public facing communications including word of mouth.

Internal Communications includes all verbal or written communications with our Board of Directors, our company members, our funders, sponsors and strategic partners, our residents, and all back of house operations.

Statement of Overarching Principles

The objective of the Communications Policy is to assist The Tyrone Guthrie Centre to achieve a better understanding of what it offers its residents, its funders and strategic partners, and its audiences. It also ensures that we can undertake our arrangements for work as efficiently and effectively as possible. The Tyrone Guthrie Centre's Communications Policy also aims to:

- improve the clarity with which our mission, vision, and values are disseminated
- promote transparent and open communication
- provide clear and well-judged information at the most appropriate level of detail in relation to the needs of the reader or user

In focusing on our communications at The Tyrone Guthrie Centre we aim to create

- an alignment with the aims and objectives set out in our Strategic Plan, 'Rise Above.'
- a decisive and efficient public face
- an excellent working environment in which our Board, company members, residents, and in-house team can access the information they require, and communicate effectively between each other.

Guiding Principles for External Communications

External communications are part of the wider field of advocacy in which The Tyrone Guthrie Centre aims to:

- disseminate high-quality, information about its residencies, bursary opportunities, sustainability aims, and all future projects, so that all audiences are fully informed.
- create and sustain excellent communications with funders and partnering organisations for the benefit of artists.
- encourage and enable artists to apply for our residencies, whether new applicants, or returning applicants.
- ensure that the visual identity of The Tyrone Guthrie Centre is clear and coherent.
- have a constructive dialogue with our artists, our funders, our strategic partners, and the public to gain insight into how to better the services that we provide for artists.
- ensure that our language and communications are respectful at all times.
- ensure that we are as accessible as possible to all artists in our use of language.

Guiding Principles for Internal Communications

Internal communications are vital to ensure that:

- exchanges through e-mail, meetings and telephone calls are thoughtful, respectful, efficient and well disciplined
- an informal exchange of information is encouraged through the use of in-house team meeting, noticeboards, and team training events
- our language and communications are respectful at all times.
- the in-house team, and members of the Board and Company, are informed of the most essential information relating to The Tyrone Guthrie Centre.

Responsibilities

The Board of Directors

- The Chairperson is the spokesperson for the Board of Directors of The Tyrone Guthrie Centre. All public-facing communications from the Board of Directors must go through the Chairperson of the Board.
- The Chairperson represents the Board of Directors at interviews with government departments, the Arts Councils etc., as appropriate (with support from the Resident Director, as appropriate).
- All internal facing between meeting communications must go through the Chairperson of the Board of Directors (with delegated authority to the Chairpersons of sub-committees of the Board) to the Resident Director.
- The Chairperson may delegate authority to the Resident Director to speak on behalf of the Board of Directors, as appropriate.
- The Chairperson of the Board of Directors is responsible for ensuring that members of the Board assist to promote The Tyrone Guthrie Centre's reputation through consistent external communication
- All members of the Board of Directors should be familiar with activities of the Centre.
- Members of the Board of Directors should refer external complex queries to the Resident Director.

Resident Director

- The Resident Director is the spokesperson for The Tyrone Guthrie Centre's day to day communications with funding bodies, strategic partners, public interviews, advocacy, etc.
- represents The Tyrone Guthrie Centre at interviews with government departments, the Arts Councils etc., as appropriate.
- provides ongoing communications support to the Chairperson.
- continually seeks opportunities to advocate for artists, and to promote The Tyrone Guthrie Centre.
- is responsible for the overall clarity and coherence of external communications emanating from The Tyrone Guthrie Centre.
- may delegate authority to various members of the in-house team with responsibility for public-facing and internal communications.
- works to create an internal culture of open, honest, respectful, efficient, and transparent communications.

The Resident Director, or a delegated member or members of the in-house team, is responsible for

- ensuring that The Tyrone Guthrie Centre offers clear and consistent messages about its objectives and its work
- overseeing all print and digital communication from The Tyrone Guthrie Centre, including social media, all marketing and corporate print, and onsite information and signage, as well as setting the standard for communications through the website
- promoting effective communications through the media, whether printed, online or broadcast, and seeking collaboration with appropriate media channels and partners
- ensuring that communication for residents and visitors to The Tyrone Guthrie Centre is appropriate and as clear as possible
- overseeing The Tyrone Guthrie Centre's brand, as well as its in-house and external implementation.

In-House Team

The entire in-house team are responsible for maintaining excellent internal and external communications.

Breach of Policy

Contraventions of the Communications policy by members of the Board of Directors are the responsibility of the Chairperson of the Board.

Contraventions of the Communications policy by members of the in-house team are the responsibility of the Resident Director. Matters that threaten the reputation of The Tyrone Guthrie Centre, or that disrupt the business of the Centre, will be subject to the disciplinary code described in in-house team contracts and the team handbook.

Date of ratification by the Board of Directors	Next review date	Comments/changes	Approved by
24 September 2022			
	September 2024		