



Fáilte Ireland (The National Tourism Development Authority) is the State organisation responsible for promoting and supporting the development of tourism as a key driver of economic growth in Ireland. It provides strategic leadership and a range of practical business solutions to foster competitive tourism enterprise, encourage innovation and support policy formulation to help position and sustain Ireland as an attractive and compelling visitor destination.

Role 1: Manager, Consumer Planning & Insights

Role 2: Manager, Economic & Industry Analysis

Level 3

Fixed Term for maximum 11 months

Fáilte Ireland is currently seeking to recruit two highly motivated and energetic executives to join its management team on a fixed term basis.

This is a fantastic opportunity to work with an incredible portfolio of brands, bringing effective strategic direction and leadership in the growth of tourism in Ireland. The world-class brands include Wild Atlantic Way, Ireland's Ancient East, Dublin and Ireland's Hidden Heartlands.

Overseeing a strong consumer planning team/trade performance analysis team, you will have clear leadership skills and experience in managing people and working cross functionally with other teams and stakeholders. You will also be able to demonstrate excellent relationship management of agencies and a range of external partners.

The role will be based at Fáilte Ireland, Aras Fáilte, 88-95 Amiens Street, Dublin 1.

Please return your completed application form by email **only** to recruitment@failteireland.ie.

Closing Date: Thursday, 28th March 2019 at 12.00 noon (GMT)

Fáilte Ireland is an equal opportunities employer.

Job Title: <ul style="list-style-type: none"> • Role 1: Consumer Planning & Insights Manager • Role 2: Economic & Industry Insights Manager 	Job Ref: FI – 014IM
Location: Amiens St, Dublin 1	Business Units: <ul style="list-style-type: none"> • Role 1: Consumer Planning & Insights • Role 2: Economic & Industry Analysis
Salary: €55,324 - €87,231*	Reporting to: <ul style="list-style-type: none"> • Role 1: Head of Consumer Planning & Insights • Role 2: Head of Economic & Industry Analysis
<p>Job Purpose</p> <p>Role 1 concentrates on unlocking the growth potential for the Republic of Ireland as a holiday destination to the Island of Ireland consumers, as well as understanding the in-market experience of all tourists (domestic and international).</p> <p>The candidate will champion and drive world class insights based on understanding consumer attitudes, motivations and trends that can be leveraged to grow tourism in Ireland. The role will also drive best practice research in the FI team.</p> <p>Role 2 concentrates on unlocking the growth potential of tourism in Ireland through the use of evidence based insights into the tourism’s industry performance and developmental needs.</p> <p>The successful candidate will have specific responsibility for generating and communicating insights to help the Irish tourism industry develop and maintain world class standards of customer care and business practice.</p>	
<p>Key Responsibilities</p> <p>Strategic Thinking & Generating Insights</p> <ul style="list-style-type: none"> • Help the organisation set clear goals and KPIs that are aligned with Fáilte Ireland corporate objectives and establish robust, measurable methodologies to review performance against these objectives and appropriate international benchmarks. • Specify outputs, timings and deliverables for a coherent programme of research/insight projects • Sense check the findings of research projects • Drive the development of insights from multiple projects and data sources <p>Project Management</p> <ul style="list-style-type: none"> • Oversee the delivery of a portfolio of annual and ad hoc consumer research, trade research and/or insight projects for Fáilte Ireland • Develop clear project specifications to ensure that the scope of the project, timelines and budget are all clearly defined and appropriate to the issues at hand • Monitor the quality and delivery of the programme of research/insight projects • Oversee, frame, design and develop surveys, questionnaires and other data gathering vehicles (qualitative & quantitative) • Oversee the analysis and interpretation qualitative and quantitative research data to identify 	

- pattern, solutions and insights that can be actioned by the teams
- Oversee the analysis and interpretation secondary source material to identify patterns and solutions
- Supervise and undertake appropriate desk research to support projects as required

Communicating Insights

- Develop communications plans for the business unit's work programme
- Deliver insightful research outputs either directly or working with external agency partners (e.g. research, advisory or design agencies)
- Deliver impactful presentations on findings at insight workshops
- Translate data into meaningful, digestible messages for a variety of audiences that help them to action the insights arising
- Work closely with Fáilte Ireland's Communications and PR team to ensure maximum impact of insight delivery with trade and internal stakeholders

Stakeholder Management

- Identify and build strategic partnerships with third-party organisations across various sectors who can help us better understand the market and its performance (e.g. CSO, financial intermediaries, etc.).
- Build key external stakeholder relationships including agency partners, Tourism Ireland, Tourism Northern Ireland, tourism trade bodies, local authorities, etc
- Respond to internal and external queries and provide support for various research and insight projects
- Ensure that the project deliverables meet the learnings needs of all relevant stakeholders

Team Management & Development

- Along with other members of the Executive team, build an appropriate high performance culture.
- Develop the skills of the team to maximise their potential.
- Role model and coach the team in collaborative working across projects and with internal and external stakeholders.
- Manage all staff reporting to the position
- Conduct Performance Reviews in line with Fáilte Ireland policy.
- Managing procurement and budgeting processes within agreed policy.

Specific to Role 1 Consumer Planning & Insights Manager

- Act as the voice of the consumer and ensure that this voice is reflected in all major tourist facing initiatives
- Support the Product Development and regional brand teams to develop, test and evaluate new concepts, experiences and activities to enhance the tourism product offering available across the country.
- To help ensure that the brand strategies, marketing communications and new product development (e.g. our capital grant support for new attractions, etc.) are founded upon a deep understanding of the consumer

Specific to Role 2 Economic & Industry Insights Manager

- Act as the voice of the industry internally within FI and ensure that this voice is reflected in our major trade developmental initiatives
- Support the business and colleagues in delivering value adding industry level insights, thereby enabling Fáilte Ireland to deliver the best possible trade supports and development interventions.

Carry out all other duties as required and participate as a full member of the relevant team by supporting different work projects, as required, from time to time.

**The successful candidate will commence on the 1st point of the salary scale in line with current Government policy.*

Person Specification

The successful candidate will have:

Essential Experience:

- At least 5 years' mid-level to senior experience either within: a consumer-driven organisation; a sectoral development agency; a business advisory organisation; or a research agency background
- Experience in both quantitative and qualitative research techniques
- Directly involved in business and sectoral research projects that created rich insights that unlocked significant growth opportunities
- Clear leadership skills and experience of managing teams, including working cross functionally.
- Demonstrate the ability to help nurture great talent to reach their full potential and support underperformers to help them turnaround their performance.
- Demonstrated strong relationship management of agencies and a range of external partners.

Key Competencies:

- Problem Solving and Analytical Skills
- Business Communication Skills (presentation, written and verbal)
- Strategic Thinking
- Commercial Acumen

Desirable:

The job holder should be flexible and quick to learn from and adapt to changing situations

Notes:

We may ask applicants to complete online psychometric assessment(s) as a means of progressing to the next stage of the process.

Please note: Interviews for this position are likely to take place in April 2019 and will be held in Dublin.

A panel may be created from which future vacancies may be filled.