



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.

Manager, Product Development - Attractions

Level 3

Permanent, full-time, Position

Fáilte Ireland invites applications for the position of Manager, Product Development - Attractions.

This is a fantastic opportunity to join the Product Development - Attractions team and work in a dynamic and growing sector, key to the development of tourism in Ireland.

The role will report to the Head of Product Development - Attractions and be based at Fáilte Ireland, Áras Fáilte, 88-95 Amiens Street, Dublin 1.

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

Closing Date: Wednesday, 17th April 2019 at 12 noon (G.M.T)

Fáilte Ireland is an equal opportunities employer.

Job Title: Manager, Product Development - Attractions	Job Ref: FI – 029MPDA
Locations: Dublin	Business Unit(s): Product Development - Attractions
Salary: €55,324 – 87,231*	Reporting to: Head of Product Development - Attractions

Job Purpose

To manage & influence the development and implementation of strategic product development initiatives aligned to Fáilte Ireland's organisational strategy, with a focus on the enhancement and development of Ireland's **cultural and built heritage assets** to deliver a range of sector development initiatives and visitor attractions and experiences.

Key Responsibilities

Product Development:

- Identify and shape the development and implementation of creative and innovative tourism strategies for investment in the culture and built heritage sector in Ireland
- Manage the development and improvement of culture and built heritage projects and infrastructure in Ireland that will deliver brilliant visitor experiences for tourists and will help to achieve Fáilte Ireland's regionality and seasonality objectives.
- Build subject matter expertise as it pertains to culture and built heritage tourism development to contribute to the development of Fáilte Ireland's future strategic plans.
- Work with matrix colleagues across the organisation to ensure the Product Development agenda is innovative, creative and well socialised and ensure that cross-divisional work remains aligned with Fáilte Ireland's strategy.
- Take the learnings from specialist research in the culture and built heritage area and disseminate in an appropriate and insightful manner to colleagues.
- Actively work with grant-aided projects to shape and mould the project into a better tourism visitor experience that is 'best in class'.

Stakeholder / Relationship Management

Foster and maintain excellent stakeholder relationships to achieve organisation and programme objectives. Specifically:

- Manage relationships with key national stakeholders including our Strategic Partners and Local Authorities to deliver a range of culture and built heritage tourism projects and programmes, including grant aided capital development projects.
- Provide support and guidance to the Programme teams in identifying product development projects with potential to deliver on the organisation's strategic imperatives.
- Provide regular feedback from stakeholders to the organisation.
- Communicate the Fáilte Ireland strategy to key stakeholders.

Resource Management:

Lead and support direct reports and team colleagues to perform to the best of their ability individually and collectively within the team to meet predetermined objectives. Specifically:

- Set clear goals and KPI's for the team that are aligned to the operational plan and corporate objectives.
- Conduct Performance Reviews in line with Fáilte Ireland policy.
- Monitor the deployment of resources to ensure optimal outcomes for your team.
- Manage all staff reporting to the position, support and motivate them to maximise their development potential.
Proactively develop collaborative working across the project teams to deliver agreed projects and KPI's.

Governance/Reporting and Budget Management:

Comply with all aspects of organisation policy and programme management. Promote good governance amongst direct reports and divisional colleagues. Specifically:

- Contribute to Division reports and other inputs as appropriate for the Management report.
- Ensure that project metrics and updates are available in an agreed format for MAC and senior management teams.
- Ensure all activities are delivered on time and on budget.
- Budget management & adherence to procurement and financial policies.
- Proficiency with GDPR and Fáilte Ireland's processes to adhere to GDPR policies.
- Ensure that any procurement of work from a third party is implemented in line with Fáilte Ireland procurement policy.

Carry out all other duties as required.

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

Person Specification

Essential Criteria:

The successful candidate will also be able to demonstrate and through their application show evidence of:

- The candidate must have a minimum of five years' relevant experience in a management role.
- Three years' experience in a role that involves culture, built heritage or creative sector relevant to the job purpose set out above. This should be demonstrated through the delivery of tangible projects, plans and/ or programmes in the application.
- Demonstrate creativity and innovation in their thinking, whilst also demonstrating an ability to achieve results
- Demonstrate excellent interpersonal & collaborative skills including the ability to relate well to people on all levels and to encourage and motivate direct reports.
- Ability to think critically and creatively while understanding the risks involved for all parties.
- Project management skills; will be able to demonstrate the ability to get projects over the line with sound planning and persistent execution and get buy in from others (external & internal) to achieve desired results.
- Experience managing and motivating teams
- Valid driving licence.

Essential Qualifications:

- Candidates are required to hold, at a minimum, a degree in Business or culture/ heritage

Desirable:

- Knowledge of the tourism landscape in Ireland and in particular Fáilte Ireland's brands.
- Trends in global tourism that impact on Ireland.
- The job holder should be flexible and quick to learn from and adapt to changing situations.

Key Competencies:

- Strategic Thinking
- Product / Experience Development
- Relationship Management
- Innovation and Creative Thinking

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

The flexibility to travel domestically, and on occasion internationally is an element of this role.

A panel may be created for this role for a period of 12 months