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.

Officer, Commercial Development x 2

Level 4

Fixed Term Contract, maximum duration 11 months, Full-Time

- Meet In Ireland
- Product Sales & Distribution

As Covid19 continues to have a catastrophic effect on the tourism and hospitality industry, Fáilte Ireland is helping the industry navigate and survive this crisis through targeted business supports, key mentoring and tailored recovery plans.

As part of this work Fáilte Ireland is seeking to recruit two Officers within the Commercial Development Division.

The role of the Division is to identify, nurture and develop business opportunities to grow both leisure and business tourism to Ireland. The Division also provide the necessary supports, both practical and financial, to help industry win this business.

The roles will report to a Commercial Development Manager and be based at Fáilte Ireland offices as outlined below in the role profile.

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

Closing Date: Monday, 25th of May at 12.00 noon (Ireland Time)

Fáilte Ireland is an equal opportunities employer.
Job Title: Officer, Commercial Development  
Job Ref: FI – 017OCD

Business Unit: Commercial Development  
Reporting to: Business Unit Manager, Commercial Development

Role 1: Meet in Ireland  
Location: Dublin

Role 2: Product Sales and Distribution  
Location: Dublin, Limerick, Galway or Sligo

Salary: €47,633 - €68,135*

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

Job Purpose

To develop a sales pipeline to grow leisure and business tourism to Ireland.

Primary Objectives/Key Responsibilities

Strategic

- Feed into the Business Units strategic plans for growth.
- Deliver on all personal KPIs, oversee team KPIs and actively contribute to achieving the Divisional KPIs.
- Manage strategic partnerships and external agencies to ensure objectives are delivered.
- Develop and maintain relationships with key stakeholders with emphasis on intra industry relations.
- Communicate the Fáilte Ireland strategy to key stakeholders.
- Identify changing market trends, opportunities and any potential barriers to growth and possible solutions.
- Play an integral part in project teams established to deliver key projects.
- Ensure best practice processes are adhered to.
- Provide regular feedback from stakeholders to line manager.

Operational

- Develop operational plans to drive incremental leisure/business visitors to Ireland.
- Manage in-market and in-Ireland sales platforms as required.
- Identify business opportunities, nurture and develop and support conversion.
- Identify new B2B platforms/channels that deliver against team KPIs.
- Identify trade capability gaps that may be inhibiting conversion and provide appropriate steps and supports to overcome any challenges to conversion.
- Develop business partnerships with channel intermediaries capable of driving incremental business to Ireland.
- Carry out robust prospecting in our core markets to identify appropriate leads to help secure targets.
- Ensure active tracking of all leads in the sales pipeline.
- Ensure data learning and ROI from business development activities/funding is captured and reported.
- Ensure activities undertaken come in within budget and are correctly forecasted in line with the overall budget.
- Train, evaluate, motivate, delegate and monitor the activities of your Support Team.
- Conduct Performance Reviews in line with Fáilte Ireland policy.
- Proactively develop the skills of the team to ensure they attain the appropriate level of competence.

Carry out all other duties as required.

The flexibility to travel and work unsociable hours are key elements of this role.
**Person Specification**

**Essential Criteria**
The successful candidate will have a minimum of two years' experience in a Sales function. We are looking for an individual that has demonstrated the ability to build external and internal partnerships and has effective and efficient organisation and planning skills and the ability to prioritise work and meet deadlines.

**In order to be eligible to apply for this role you must have / demonstrate in your application form the following:**

- Minimum of two years' experience in a Sales function
- Understanding of Ireland’s tourism industry, routes to market etc.
- Previous experience in managing senior stakeholder relationships
- Articulate communication and strong interpersonal skills

**Qualifications/Mandatory Training**
- A professional qualification in a Hospitality or Business-related field is essential.

**Desirable Criteria**
Previous experience demonstrated through the Application of working in the following areas are also beneficial:

- Experience in Destination Sales
- Team Management
- Project management
- Strategy/Planning
- Budget management

**Key Competencies**
- Relationship Management
- Business Communication (written and oral)
- Strategic Thinking
- Teamwork

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