



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, Wild Atlantic Way

Level 4

Permanent, Full-time

Fáilte Ireland is currently seeking to recruit a highly motivated Officer to join The Wild Atlantic Way Team.

This is a high-profile, exciting role that involves working within a large team and internal and external stakeholders to maximise the economic benefit of the Wild Atlantic Way. The successful candidate will have clear business capabilities and skills and be able to work cross functionally with other teams and stakeholders.

The role will report to the Manager Wild Atlantic Way and shall be based in Letterkenny.

Please note for the role there shall be a requirement for travel within the destination and to be in the Dublin office on Amiens Street on a regular basis.

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

Closing Date: Wednesday, 24th April 2019 at 12.00 noon (GMT)

Fáilte Ireland is an equal opportunities employer.

Job title: Officer Wild Atlantic Way	Job Ref: FI-031OWAW
Location: Fáilte Ireland Office Letterkenny	Business Unit: Wild Atlantic Way
Grade: €46,813 – €66,963*	Reporting to: Manager Wild Atlantic Way

Job Purpose

To support the growth of economic and social contribution of tourism to the Wild Atlantic Way region, by working to deliver a destination development plan that harnesses key opportunities, delivering incremental tourism revenue and visitor numbers.

Key Responsibilities

Strategic

Destination Development

- Create and implement shared development plans to leverage the high growth potential zones (VEDP's).
- Identify destination towns, complete needs analysis and implement activity to develop year round destination and visitor appeal - with specific emphasis on developing night time economy and extending the season.
- Work closely with other Divisions within Fáilte Ireland e.g. Business Development, Marketing, Product Development, etc. to ensure consistency of approach and maximum effectiveness.
- Support Manager in the delivery of marketing/publicity KPI's for programme.

Industry and Stakeholder Engagement

- Engage both the Industry and Stakeholders (one to one and in clusters) to develop visitor centric tourism destinations and experiences and grow international trading competence.
- Track and collate data to assess trade partner performance against agreed programme and partner KPI's
- Develop and maintain relationships with key stakeholders such as local authorities, public agencies, and the industry ensuring to collectively deliver agreed destination development plans.
- Implement specific initiatives to develop the regional tourism project e.g. small grants project, destination towns' development, food and craft project etc.
- Recommend and implement enterprise solutions to assist in the development of cluster hubs/networks and follow-up and monitor the implementation of solutions.
- Through the networks/clusters identify experiences that have potential and work with these businesses to unlock them and make them ready for sale etc.

Operational

- Effectively manage own time, optimising travel time and meetings schedule.
- Deliver presentations on the Programme as requested.
- Integrate use of CRM management system in daily activities.
- Support the broader team to deliver operational plan.
- Ensure all activities are delivered on time and on budget.
- Write requests for tender as and when required.
- 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

This role requires travel, with attendance at a significant number of national (and occasional overseas) events throughout each year.

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

Person Specification

Experience

The successful candidate will have a minimum of three years' experience in the tourism or service industry and a proven track record of stakeholder management. They must demonstrate knowledge of the tourism and/or service industry. We are looking for an individual that has strong interpersonal skills and has an ability to build strong external and internal networks.

Essential Criteria

The successful candidate must possess and through their Application show evidence of:

- Minimum of three years' experience in the tourism or service industry.
- Previous experience in managing senior stakeholder relationships.
- Understanding of the tourism industry and related institutional networks at local and national level.
- Ability to communicate articulately and effectively both orally and in writing.
- Effective and efficient organisation and planning skills and the ability to prioritise work and meet deadlines.
- Strong interpersonal skills.
- Valid Driving Licence.

Qualifications

A professional qualification in a Business or Marketing

Desirable

Previous experience working in the following areas will also be beneficial:

- Experience in Tourism Marketing and Sales including distribution channels.
- Project management methodology.
- Different tourist segments and their associated needs.
- Destination development experience.
- Marketing experience.

Key Competencies

- Relationship Management
- Planning and Resource Management
- Problem Solving and Analytical Skills
- Commercial Acumen

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

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