



*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.*

## **Product Sales & Distribution Manager, Commercial Development**

**Level 3**

**Permanent Position, Full-time**

Fáilte Ireland invites applications for the position of Product Sales & Distribution Manager, in the Commercial Development Division.

The role of the Division is to support an increase in overseas leisure holidaymakers through the delivery of B2B opportunities, identification of channel partners and conversion of new buyer's & opportunities for Ireland. The Division also provide the necessary supports, both practical and financial, to help industry win this business.

The role will report to the Head of Commercial Development and be based at Fáilte Ireland offices as outlined in role profile.

Please return your completed application form by email **only** to [recruitment@failteireland.ie](mailto:recruitment@failteireland.ie).

**Closing Date: Wednesday, 24<sup>th</sup> April 2019 at 12.00 noon (GMT)**

Fáilte Ireland is an equal opportunities employer.

<b>Job Title:</b> <b>Product Sales &amp; Distribution Manager</b>	<b>Job Ref: FI – 032PSDM</b>
<b>Locations –</b> <b>Dublin/Galway/Limerick/Mullingar</b>	<b>Business Unit: Commercial Development</b>
<b>Salary: €55,324 – 87,231*</b>	<b>Reporting to:</b> <b>Head of Commercial Development</b>

### Job Purpose

To support an increase in overseas leisure holidaymakers through the delivery of B2B opportunities, identification of channel partners and conversion of new buyer's & opportunities for Ireland.

### Key Responsibilities Strategic

- Collaborate with internal & external stakeholders to develop specific Business Development plans for key markets
- Collaborate with internal & external stakeholders to develop saleable propositions for agents and operators throughout our key markets
- Collaborate with internal & external stakeholders to develop distribution strategies through all channels
- Plan and execute targeted sales missions that deliver return on investment
- Develop and manage a sales pipeline for international leisure business
- Manage the international sales and promotion of key product categories
- Investigate best practice models of International Business Development for use across national projects
- Analyse current skills gaps for Business Development amongst domestic tourism operators
- Proactively source information around consumer trends, emerging markets to assist in spotting potential new markets for each Programme
- Ensure dissemination of all research to industry and across Fáilte Ireland disseminate throughout the national network
- Provide expertise, insight and innovative ideas that will help to build Business Development Capability
- Deliver a suite of Sales Capability supports tailored to the industry requirements
- 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 domestically and internationally.
- Communicate the Fáilte Ireland strategy to key stakeholders
- Provide regular feedback from stakeholders to line manager

### Operational

- Manage all staff reporting to the position to effectively train, evaluate, motivate, delegate and monitor their activities
- 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
- Ensure all campaigns are delivered on time and on budget
- Write requests for tender as and when required
- Analyse campaigns and activity to identify trends and provide timely, accurate reports
- Ensure data, learnings and Return on Investment analysis from marketing campaigns are reported back to the business
- Ensure that any procurement of work from a third party is implemented in line with Fáilte Ireland procurement policy
- Manage the budget in accordance with Fáilte Ireland policy
- Ensure a Return on Investment for Sales initiatives
- Develop operational plans to drive incremental leisure/business visitors to Ireland

Carry out all other duties as required.

**The flexibility to travel both domestically and internationally and work unsociable hours are key elements of this role.**

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

## Person Specification

### Experience

The successful candidate will have a minimum of four years' experience in a Sales function. We are looking for an individual that has demonstrated the ability to build external and internal partnerships.

### Essential Criteria

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

- Minimum of four years' experience in a Sales function
- Demonstrated understanding of Ireland's tourism industry, routes to market etc.
- Previous experience in managing senior stakeholder relationships.
- Effective and efficient organisation and planning skills and the ability to prioritise work and meet deadlines.
- Articulate communication and strong interpersonal skills.

### Qualifications

A professional qualification in a Hospitality or Business related field is essential.

### Desirable

Previous experience demonstrated through the Application of working in the following areas also beneficial:

- Experience in distribution channels
- Destination Sales
- Project management
- Strategy/Planning
- Budget management
- Experience of leading a team

### Key Competencies

- Business Development
- Relationship Management
- Business Communication (written and oral)
- Strategic Thinking

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