BRIEFING DOCUMENT, APPLICATION AND SELECTION PROCESS

Assistant Sales and Marketing Manager

Clare Tourism Development DAC

Clare Tourism Development DAC is a subsidiary company of Clare County Council that oversees the management, development, and promotion of a portfolio of signature visitor attractions and sites throughout Clare. Clare Tourism is developing these visitor attraction sites and is now seeking to hire an experienced professional with substantial skills in in Sales and Marketing, and Digital Marketing campaigns.

# The Position

The position of Assistant Sales and Marketing Manager is an exciting opportunity for an individual interested in playing a significant role within Clare Tourism and we are inviting applications from suitably qualified persons for this competition. It is proposed to form a panel of qualified candidates to fill the vacancy of Assistant Sales and Marketing Manager on a full-time permanent contract.

The successful applicant will report to the Sales and Marketing Manager for Clare Tourism West and Northwest and work closely with the Senior and Business Unit Managers within Cliffs of Moher Experience, Vandeleur Walled Garden and Loop Head Lighthouse, Doolin Visitor Experience (under development), Cliffs of Moher Coastal Walk. The successful candidate will assist the Sales and Marketing Manager in overseeing all aspects of the day-to-day promotion of the services, brand and bookings of these iconic visitor attractions and provide sales and marketing support to Clare Tourism. The Assistant Sales and Marketing Manager will provide essential sales and marketing support to advance the goals of Clare Tourism Development.

The mission of the Clare Tourism includes the provision of a world class visitor experience.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

The main duties of the Assistant Sales and Marketing Manager include:

* Work with Sales and Marketing Manager in driving sales and building awareness of the Clare Tourism West and North West portfolio of visitor experiences.
* Drive Digital Transformation for the visitor experiences in Clare West and Northwest
  + Booking engines
  + Booking systems
  + Website/App and Audio
* Assist in developing and implementing comprehensive sales strategies to achieve revenue targets across the Clare West and Northwest sites.
* Support the planning, execution, and evaluation of marketing campaigns to promote tourist attractions in Clare West and Northwest sites.
* Assist in creating compelling promotional materials, including brochures, online content, and social media campaigns.
* Build and maintain strong relationships with tour operators, travel agencies, and other relevant partners and introduce Clare West to operators.
* Assist in organising and promoting special events and promotions to attract a diverse audience.
* Ensure that the marketing plan and strategy is linked and complements the overall objectives and strategy of the Clare Tourism West and North West Portfolio.
* Provide input into strategic planning, budgeting, marketing, financial management & operational management as requested by the management team.
* Develop and implement sales and marketing activities for public events, retail, education and F & B as required.
* Facilitate familiarization trips and site inspections across Clare Tourism West and North West Portfolio of visitor experiences.
* Work alongside operations and entertainments departments in the facilitation and coordination of corporate, incentive and wedding bookings.
* Follow up on leads and referrals to execute sales.
* Work alongside the Digital Marketing Executives on the development of content across the attractions digital platforms including social media, website and ezines.
* Plan and execute all email marketing campaigns utilising the company’s CRM system and provide reporting and analysis on the return of investment on all campaigns.
* Work with the Sales and Marketing Manager in devising and executing sales & marketing promotional campaigns through local & national media, evaluating & reporting on marketing campaigns.
* Develop printed promotional material including brochures, fliers, special offers, posters, etc. in line with brand standards.
* Source advertising opportunities across traditional and digital media.
* Represent the business at trade shows, networking events and exhibitions both nationally and internationally.
* In conjunction with the Sales and Marketing Manager, conduct market research, for example, using visitors’ questionnaires and focus groups and analyse these findings.
* Assist with organising and scheduling of experiential events and photoshoots as and when required.
* Collaborate with design agencies on the creation of online and offline advertising.
* Manage content on third party platforms ensuring all information is correct and up to date.
* Engage with all stakeholder organisations, liaising and networking with a range of stakeholders including customers, colleagues, suppliers, and partner organisations.
* Respond to information and sponsorship requests including brochure distribution to hotels, B&Bs, imagery requests, etc that are received via email/phone.
* Participate in outreach activities to support Clare County Council associated tourist attractions and services as required.
* Assisting in delivering on the terms of the wider promotional remit of Clare Tourism including liaising with local stakeholders, attending events and shows promoting County Clare, copy in promotional materials, cross-promotion of County Clare.
* Perform any other reasonable duties as directed by Management.

**Requirements/Essential Skills and Attributes**

* Proven track record in sales and marketing skills, with at least 3 years’ experience in the field.
* Excellent communication and interpersonal skills.
* Ability to demonstrate a high level of teamwork & motivational skills and work under pressure to tight deadlines.
* Standards-driven and customer-focused.
* Self-motivated and organised, capable of working on own initiative.
* Creative and innovative approach.
* Full clean driver’s licence and access to own car.

**Additional Information:**

* Reporting to Sales and Marketing Manager Clare Tourism West/North West.
* The post will be operational on seven days a week basis according to the business requirements. Hours of operation may vary seasonally.
* Applicants may have to travel nationally and occasionally internationally.
* The duties will be performed onsite in Ennistymon, or any other place of business as designated by Management, during operating hours of the visitor experience.
* The duties will be performed onsite at Cliffs of Moher Experience, Vandeleur Walled Garden, Loop head Lighthouse or any other place of business as designated by Management, during operating hours of the visitor experience.
* Occasional work off site may be required.

The ideal candidate should possess the following:

* Have a strong work ethic with a flexible attitude and approach.
* Strong business acumen.
* Willingness to put in extra effort to complete tasks and meet tight deadlines.
* A strategic approach, be detail oriented and have excellent interpersonal skills.

**The Person**

**Qualifications**

1. **Character:**

Candidates shall be of good character.

# Health:

Each candidate must be in an excellent state of health and be prepared to complete a full pre-employment medical.

# Education, Training, Experience, etc.:

Each candidate must, on the latest date for receipt of completed application forms have:

* + - 1. Qualified to degree level in marketing, tourism, or related discipline.

# AND

* + - 1. Have a minimum of 3 years satisfactory experience in a Sales and Marketing role with demonstrable experience.

# Salary Scale:

€49,130 with a number of annual increments.

# Hours of Work

40 hours per week

# Annual Leave

25 days

# Location

Ennistymon, Co Clare and will include travel to Clare Tourism Visitor attraction sites.

# Probation

There shall be a period of probation of six months.

# Application Process

Completed CV’s must be emailed to careers@claretourismdev.ie no later than 5.00pm Friday the 29th March 2024.

# Selection Process

Candidates will be initially assessed to ensure that they have the minimum requirements for the position.

Candidates will be assessed on the information contained in their CV and shortlisting may apply.

# Shortlisting

While a candidate might meet the eligibility requirements of the competition, if the numbers applying for the position are such that it would not be practical to interview everyone, Clare Tourism Development DAC may decide a number only will be invited to same. In this respect, Clare Tourism DAC provides for the employment of a shortlisting process to select a group for interview, who, based on the examination of CV’s, appears to be most suitable for the position. This is not to suggest that other candidates are necessarily unsuitable or incapable of undertaking the job, rather that there are some candidates, who based on their application, appear to be better qualified and/or have more relevant experience. It is, therefore, in your own interest to provide a detailed and accurate account of your relevant qualifications/experience on your CV.

# Competitive Interview

Selection will be by means of a competition based on an interview conducted by or on behalf of Clare Tourism Development DAC. This will be an in-person interview.

A panel may be formed based on such interview.

Candidates will be assessed at interview under the following competencies. The candidates at the interview will be questioned on at least some of the indicators listed below under each competency.

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| **Work related knowledge and skills (200 marks)** |
| Technical skills as described above |
| Relevant knowledge and understanding of the role |
| Range and depth of experience relevant to post |
| Specialist knowledge, expertise in previous and current working environment |
| **Delivering Results – Delivering quality Outcomes and Ensuring Compliance - (100 marks)** |
| Promotes the achievement of quality outcomes in delivering services, with a focus on continuous improvement. |
| * Plan and prioritise work and resources effectively. * Establish high quality service and customer care standards. * Make timely, informed, and effective decisions and show good judgement and balance in making decisions and recommendations. |
| **Performance Through People – Communicating Effectively - (100 marks)** |
| Recognises the value of and requirement to communicate effectively. Has effective verbal and written communication skills. Has good interpersonal skills. |
| * Ability to effectively manage performance. * Ability to empower and encourage people to deliver their part of the operational plan. * Demonstrates enthusiasm for new developments/changing work practices and strives to implement these changes effectively. * Ability to recognise the value of and requirement to communicate effectively. * Demonstrates good interpersonal skills. |
| **Problem Solving and Decision Making (100 marks)** |
| Can pinpoint critical information and address issues logically. Understands  the context and impact of decisions made. Can act decisively with complex  information and multiple stakeholders. |
| * Gathers and analyses information from relevant sources, whether financial, numerical, or otherwise weighing up a range of critical factors. * Takes account of broader issues, agendas, sensitivities, and related implications when making decisions. * Uses previous knowledge and experience to guide decisions. * Uses judgement to make sound decisions with a well-reasoned rationale and stands by these. * Puts forward solutions to address problems. |

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| **Personal Effectiveness – Personal Motivation and Initiative - (100 marks)** |
| Is enthusiastic about the role and is motivated in the face of difficulties and obstacles. Adopts a positive attitude to work; is enthusiastic and open to taking on new challenges or responsibilities. Takes the initiative and is proactive in addressing issues. |
| * Adopts a positive and constructive approach to work. * Sets challenging standards and achieves high quality outcomes. * Responds positively to the challenges of the role. * Manages own time effectively to achieve objectives. * Demonstrates experience of managing resources and budgets in particular monitoring, assessing evaluating and adhering to them. |

Candidates must achieve a minimum 50% of the total marks available in each of the competencies to qualify for inclusion on a panel.

Clare Tourism Development DAC is an equal opportunities employer.