

# BALLYHOURA DEVELOPMENT CLG

## JOB DESCRIPTION

**Job Title:** Tourism Marketing Officer

**Location:** Kilfinane

**Description:** Ballyhoura Country is a rural tourism destination encompassing a world class outdoor recreation offering and a range of authentic community based heritage experiences. The objective of the tourism plan, Ballyhoura - The Way Forward, is to promote the Ballyhoura Country area as a consistent brand, increase the socio economic benefits of tourism in the area and provide for enhanced visitor experiences. The main purpose of this marketing role is to improve awareness of the Ballyhoura Country destination brand and offering and increase visitor numbers and spend to the area.

**Responsible For:** The Tourism Marketing Officer will be responsible for designing, developing and delivering integrated marketing campaigns working with community groups, businesses and individuals, across a range of tourism, heritage and cultural initiatives, projects and programmes throughout the Ballyhoura Development area, in line with the company's core economic and community development strategies.

**Reporting to:** Line Manager as appointed by the CEO of Ballyhoura Development CLG

Key responsibilities will focus on driving innovative tourism marketing by means of some or all of the following:

- Design and develop and implement a strategic marketing plan and actions for Ballyhoura Country.
- Implement and coordinate all marketing, advertising, promotion and publicity activities.
- Identify and follow all opportunities to promote the Ballyhoura Country brand and ensure brand awareness.
- Create and implement innovative and cost effective digital media campaigns, utilising Twitter, Facebook, Instagram, Vimeo, You Tube and TripAdvisor among others and generating monthly reports on reach and effectiveness.
- Manage the Ballyhoura Country Website sourcing and creating new content to continually improve the sites effectiveness at converting website visitors to visits to the area and managing reports to track same.
- Manage the database of events taking place across the area to optimise the opportunity for publicity and brand awareness.
- Identify opportunities for additional funding from public and private sources.
- Preparation of funding applications and reports.
- Act as a face and voice for the Ballyhoura Country brand, promoting the importance of tourism to businesses and stakeholders within the region.
- Work closely and seek to foster and maintain relationships with key tourism industry groups including Ballyhoura Fáilte, Ballyhoura Heritage and Environment, Munster Vales and Fáilte Ireland along with Local Authorities and other support agencies.
- Preparation of regular reports and budgets to monitor and track activity.
- Create realistic and achievable Key Performance Indicators to ensure all tasks are completed to a high standard, within the appropriate timeframe and available budget to demonstrate the valuable contribution that tourism makes to the local economy.
- Meeting, engaging, building and maintaining relationship with the local tourism trade and community tourism, heritage, arts and cultural groups to create brand awareness and build collaborations and partnerships.
- Compiling tourism information, writing press releases and copy writing for tourism publications and online content.
- Creating and leading familiarisation trips for tourism operators and media visits to promote increased levels of business to the area.
- Support, work with, provide technical support and mentor local tourism, heritage, environment and culture groups to enable them to maximise the benefit of the range of supports and services available through Ballyhoura Development and other agencies and bodies.

- Anticipate opportunities and develop innovative project ideas, proposals and applications for new and innovative tourism, heritage and culture opportunities for the area.
- Initiate and support community-led initiatives in the areas of tourism, heritage, culture and the arts and assist groups on options and opportunities in marketing, product development, business planning and training.
- Develop the skills and capacity within the management, staffing and governance structures of local tourism and heritage networks and other special interest groups.
- Collaborate and participate with local, regional and national tourism, heritage and culture initiatives to increase and improve recognition of the Ballyhoura Country brand, increase integrated inter agency tourism enterprise and heritage activity and deliver targeted responses to identified tourism, heritage and culture needs.
- Support festivals, events and community initiatives to implement effective marketing campaigns to achieve sustainability.
- Monitor inputs, outputs, outcomes and impacts through data collection, reports, case studies and by any other means which may be required by the company and/or programmes in keeping with the Company's requirements and for presentation to the Board.
- Participate in and comply with all company actions and activities relating to continuous improvement, such as the Q Mark, the Governance and any other continuous improvement processes implemented by the company;
- Understand, be aware of and comply with all company policies and procedures;
- Attend any compulsory training organised by the company, and participate in other training events or courses relevant to your role.
- Carry out any other duties that may be assigned from time to time by the Chief Executive.

#### **Person Specification**

- Flexible
- Able to work outside normal office hours, including evening and weekend work.
- Eager to learn and pursue new opportunities.

#### **Terms & Conditions**

- Fixed Term Contract to 31<sup>st</sup> September 2021.
- Salary Commensurate with Experience.
- 23 days' annual leave.
- Time in Lieu for evening and weekend work.

#### **Qualifications**

- Primary or Post Graduate Degree in a marketing, tourism development related field, or similar.

#### **Required Skills & Experience for the Post**

- Creativity, innovation, enthusiasm and high levels of energy.
- Self-starter, self-motivated and results driven.
- Passionate about designing and developing effective communication campaigns.
- At least 5 years' experience in a marketing development role.
- Demonstrable experience of delivery of industry led tourism, event, heritage or culture development initiatives.
- Superior knowledge of digital marketing and social media and how it may be used to develop and promote the Ballyhoura Country brand.
- Excellent IT skills particular in the area of website management, social media platforms and analytics software.
- Excellent IT proficiency and administrative skills.
- Experience of project design and management of multiple tasks to a high standard.
- Good event management, planning and organization skills.
- Full clean driving license.
- Excellent written communication and content writing skills.
- Excellent verbal and presentation skills.
- The ability to build and maintain relationships and networks is essential for the role.