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BRIEFING DOCUMENT

Vacancy for Tourism Marketing Officer

(3 year fixed term contract)

Appendix 1

1. Project description
2. Job Description and Duties of the Tourism Marketing Officer:

1. Project Description:

Munster Vales is a tourism destination of domestic and international significance spanning the Comeragh, Knockmealdown, Galtee, Ballyhoura and Nagles mountain ranges. The Munster Vales proposition is to promote and develop the outstanding walking and heritage product as a regional brand, linking the counties of Cork, Limerick, Waterford and Tipperary.

The objective of the overall Tourism Marketing Plan for the Munster Vales is to promote the geographical area as a consistent brand, increase the socio-economic benefits of tourism in the area and provide an enhanced visitor experience through collaboration, bringing value to local businesses and communities in rural areas around the mountain ranges.

The project achieves its aims by creating a synergy between small to medium enterprises in order to attract more visitors to the region and extend the dwell time. The Munster Vales project represents over 300 stakeholders and has provided a platform for them to gain exposure on a national and international level.

2. Tourism Marketing Officer: Role, responsibilities and Duties:

The main purpose of this role is to develop the Munster Vales as a tourism destination. This includes the creation of marketing collateral and the delivery of the Munster Vales Marketing Strategy. Furthermore this includes growth of the brand, all recording and reporting requirements imposed by those providing funding to the Company, development of member networking events and development and implementation of marketing programmes.

This is a 3 year fixed term temporary position.

This role is based in Clonmel, Co. Tipperary but will require regular travel in the region.

Salary Scale : €42,041 - €50,490

Key duties & responsibilities:

- Develop and implement a Strategic Marketing Plan and Actions for Munster Vales. Develop and manage all marketing, advertising, promotional and publicity activities carried out to promote the Munster Vales brand.
- Promoting the brand of Munster Vales and ensuring brand awareness at all opportunities
- Digital Marketing- Generate monthly report from Google Alerts & Google Analytics. Management of social media platforms (Twitter, Facebook, Instagram, Vimeo, Youtube, Flickr & Tripadvisor).
- Website management. Manage the development of a new website and subsequently update it as required. Source content. Generate monthly report about website activity. Identify, record and curate other websites where Munster Vales should be listed
- Generate database of events taking place in the area with point of contact and promote said events.
- Identify potential opportunities for additional funding, both from governmental and non-governmental agencies and sources.
- Preparation and submission of funding applications and reports.
- Act as a progressive advocate for the region and the development of the Munster Vales brand, particularly promoting the importance of tourism to business and stakeholders in the region.
- The servicing of the Board of Munster Vales and supporting sub-committees/working groups as may be decided by the Board
- Work closely and seek to foster and maintain relationships with key industry groups, partner organisations, local authorities and individuals in the region to ensure that everyone buys into the Munster Vales brand.
- To arrange and ensure that adequate training is provided to ensure that all stakeholders, and businesses are fully aware of this initiative and how social media, new technologies and digital marketing can be used to promote their business and the brand.
- Preparation of regular progress reports and budgets for presentation to the Munster Vales Board. Agree marketing budgets with the Board of Directors
- Create realistic and achievable KPIs to ensure that all tasks are completed to a high standard and in a timely fashion and to demonstrate the valuable contribution Munster Vales makes to the local economy.

- Travelling around the region to create brand awareness, building relationships, organising and attending exhibitions and holiday shows for brand promotion.
- Producing and commissioning tourist information, including art work, and writing press releases and copy for tourism guides/newsletters;
- Devising and planning tours, and arranging itineraries;
- Liaising with local operators, the media, designers and printers;
- Ordering products and services;
- Providing funding and business advice and sending e-newsletters to local businesses;
- Procurement and budgets management.
- Flexibility on working hours will be required as evening and weekend working will be an essential part of the job.
- Any other matters as may be decided by the Board from time to time.

Essential:

- 3 years + experience within a tourism marketing role is essential.
- Third level marketing or tourism qualification is essential.
- Full Clean drivers licence and own transport is required.
- Previous experience in the tourism industry
- Excellent IT skills are required, particularly in the area of website management, all social media platforms, google analytics for monitoring trends online and identifying targets.
- Superior knowledge of digital marketing and social media and how it can be used to develop and promote the Munster Vales brand.
- Familiarity with Irelands Ancient East, Wild Atlantic Region and the Munster Vales region.
- Proven track record of developing marketing strategies.
- Experience with event organisation is a distinct advantage as numerous events will be held in order to create brand awareness.
- Project management skills are essential, and the ability to complete multiple tasks simultaneously and to a high standard.
- A creative and innovative mindset is required.
- The ideal candidate will be flexible in order to achieve targets and complete projects.
- The successful candidate will be self-motivated, a self-starter and results driven.
- Excellent planning and organisation skills and the ability to use resources effectively and efficiently.
- Good time management skills.
- Excellent communication and presentation skills both written and oral.
- The ability to build and maintain relationships and networks is essential for this role.

Desirable:

- Experience with successful funding applications.
- Demonstration of interagency work to add value to the marketing strategy, for example, with County Councils, Failte Ireland, Local Enterprise Boards etc.