

JOB SPECIFICATION

Position Title: **Marketing and Digital Development Officer**

Reports to: Programme Manager

Status: Full Time Position 39 hours per week including weekends and holidays until December 31st 2020 (with possible extension subject to funding). As this post is funded by the Community Services Programme, preference will be given to applicants that are in receipt of a payment from the Department of Employment Affairs and Social Protection

Salary: € 20,482.80 per annum pro rata

Job Summary

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

To be responsible for planning and managing all marketing and brand communications through digital and print media, setting up, selling and executing a vision, from delivering stand alone projects to integrated campaigns, developing brand presence, measuring and reporting on performance. The Marketing and Digital Development Officer role will be responsible for delivering the marketing and digital objectives in cooperation with the Programme Manager, relevant stakeholders, the local community and in line with Explore Inishowen's marketing plan.

Key Responsibilities & Accountabilities:

- Develop and implement a marketing and digital strategy plan and initiatives.
- Monitor, review and report on all marketing and digital projects ensuring maximum exposure for the region
- Direct social media strategy in line with tourism campaigns, provide training in their use where necessary.
- Collaborate with other staff, the community and the sector to determine enhancements, features, and functions of various marketing platforms.
- Keep abreast of emerging technologies and communities in the social media space and report back to Programme Manager and Board suggesting ways to integrate into existing and future campaigns.
- Working with the media and other local partner organisations to raise the profile of the local area, generate positive publicity
- Support the organisation exhibition stands at conferences and holiday shows, both nationally and overseas to promote the area.
- Support the organising of special and seasonal events and festivals

Explore Inishowen CLG is an equal opportunities employer

**Preference will be given to applicants that are in receipt of a payment from the Department of Employment Affairs and Social Protection. 70% rule applies to this project - i.e. 70% of employees with the exception of the Programme Manager should fulfil the Eligibility criteria – Person in receipt of Jobseeker's Benefit (JB), Jobseeker's Assistance (JA), one parent family payment (OPF) or the Jobseeker Transitional Payment or Persons in receipt of disability allowance (DA), invalidity pension, blind persons pension or other disability benefit or Travellers in receipt of Jobseeker's Benefit or Jobseeker's Assistance or one parent family benefit or Stabilised and recovering drug mis-users or People employed from Tús, Gateway, Community Employment (CE) and Job Initiatives (JI) schemes are deemed eligible. Former RSS workers who were previously CE participants are also eligible or Ex-prisoners*

- Research and make application for funding for marketing and digital development activities and programs.
- Form proactive partnerships and alliances with the key agencies and stakeholders involved in tourism in the region including local authorities, public agencies, LEADER companies and the industry.
- Source, develop opportunities for business development for Explore Inishowen CLG in terms on online activity and marketing.
- To develop, where appropriate, inter-regional and cross border partnerships in order to maximise the potential to grow tourism business to the region.
- An understanding of visitors needs, the social impact of the project in the community and of the tourism industry.
- Ability to work independently, within large teams or to lead a team, both cohesively and efficiently.
- Strong administrative, organisational and project management ability.
- Creativity and innovative strategic thinking along with good PR and Marketing skills.
- Experience of analysing data and applying metrics to report findings.
- Perform tourist information services and other related duties as required.
- Support other staff where necessary which may involve unsocial hours.
- Such other duties as the company may from time to time reasonably require.

QUALIFICATION & EXPERIENCE

Essential Criteria

- Third Level qualification in Digital Marketing/ Marketing IT Business Management/Tourism.
- Good experience and understanding of customer and market dynamics and requirements.
- Experience of digital content management
- Strong understanding of the digital landscape and how it can be used to support and develop the brand.
- Target focused with ambition to achieve.
- Familiarity with brand marketing sites.
- Excellent copywriting skills.
- Search engine experience, including the ability to generate inbound links from the internet.
- Proficiency using tools to track and report on response rates traffic and pick up.
- Broader digital marketing skills encompassing keyword generation, PPC marketing and banner advertising, AdMob, Email.
- Experience of budgeting, reporting and analysis (Excel).
- Experience of campaign skills both written and verbal.
- Ability to establish good working relationships with trade members & key stakeholders.
- Customer-focused with experience of dealing with industry groups.

Explore Inishowen CLG is an equal opportunities employer

**Preference will be given to applicants that are in receipt of a payment from the Department of Employment Affairs and Social Protection. 70% rule applies to this project - i.e. 70% of employees with the exception of the Programme Manager should fulfil the Eligibility criteria – Person in receipt of Jobseeker's Benefit (JB), Jobseeker's Assistance (JA), one parent family payment (OPF) or the Jobseeker Transitional Payment or Persons in receipt of disability allowance (DA), invalidity pension, blind persons pension or other disability benefit or Travellers in receipt of Jobseeker's Benefit or Jobseeker's Assistance or one parent family benefit or Stabilised and recovering drug mis-users or People employed from Tús, Gateway, Community Employment (CE) and Job Initiatives (JI) schemes are deemed eligible. Former RSS workers who were previously CE participants are also eligible or Ex-prisoners*

Desirable criteria

- Proven experience in digital marketing and online PR in agency or consumer branding environment
- Thorough knowledge of Inishowen as a Tourism destination.
- Previous experience in a similar tourism or business role
- A good working knowledge of web analytics, Photoshop and Dreamweaver ideal but not essential.
- Excellent communication skills
- Good project management skills.
- Strong analytical skills, numerical skills and a good knowledge of Excel.
- Good relationship management skills and a good team player.
- Creative flair and enthusiasm for new ideas and concepts.
- Commercial awareness.
- Understanding of the community infrastructure and social impacts of tourism projects
- Confident, passionate and enthusiastic attitude.
- Positive work ethic with a willingness to engage with others in the team

Explore Inishowen CLG is an equal opportunities employer.

Explore Inishowen CLG is an equal opportunities employer

**Preference will be given to applicants that are in receipt of a payment from the Department of Employment Affairs and Social Protection. 70% rule applies to this project - i.e. 70% of employees with the exception of the Programme Manager should fulfil the Eligibility criteria – Person in receipt of Jobseeker's Benefit (JB), Jobseeker's Assistance (JA), one parent family payment (OPF) or the Jobseeker Transitional Payment or Persons in receipt of disability allowance (DA), invalidity pension, blind persons pension or other disability benefit or Travellers in receipt of Jobseeker's Benefit or Jobseeker's Assistance or one parent family benefit or Stabilised and recovering drug mis-users or People employed from Tús, Gateway, Community Employment (CE) and Job Initiatives (JI) schemes are deemed eligible. Former RSS workers who were previously CE participants are also eligible or Ex-prisoners*