JOB SPECIFICATION

Position Title: **Digital / Marketing Officer**

Reports to: Programme Manager

Status: Part Time Position 19.50 hours per week over four working days including weekends and holidays until December 31st 2022 (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**: € 21,294.00 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 work with the Programme Manager to plan for and enhance the use of digital technology to enable the organisation to reach more people, raise more funds & build stronger relationships with our audiences.
* To be responsible for all marketing and brand communications through digital media platforms, setting up, selling and executing a vision, from delivering stand alone projects to integrated campaigns, developing brand presence, measuring and reporting on performance.
* The Digital/Marketing Officer role will be responsible for delivering the digital marketing objectives in collaboration with the Trade and Promotions Officer reporting to the Programme Manager, relevant stakeholders, the local community and in line with Explore Inishowen’s Marketing Plan.

# Key Responsibilities & Accountabilities:

* Develop and implement a digital marketing strategy plan and initiatives.
* Monitor, review and report on all marketing digital projects ensuring maximum exposure for the region.
* Direct social media strategy in line with tourism campaigns; provide training in their use where necessary to other members of the team.
* Collaborate with other team members, the community and the sector to determine enhancements, features, and functions of various digital marketing platforms.
* Working with the media and other local partner organisations to raise the profile of the local area, generate positive publicity
* 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.
* Support the organisation at exhibition stands, conferences, holiday shows, special, seasonal events and festivals. Both nationally and overseas promotions.
* Support the organising of special and seasonal events and festivals.
* Identify areas for service improvement, digital expansion and development, and propose innovative solutions to meeting current and future needs of our clients and audiences through the use of digital technology.
* Review existing and new technologies to ensure that tourism promotion is fully exploiting digital communication to support the provision of our services.
* Ensure the effective and efficient use of social media activity across Facebook, Twitter and other social media platforms to expand our social media audience base in regard to relevant services, events and other activities in conjunction with relevant staff & teams.
* Develop, propose and implement digital solutions to marketing campaigns for relevant services utilising a range of techniques including search engine optimisation, pay-per-click, social media, email, video etc. for relevant areas of work.
* Drive sales through the organisation’s website by delivering engaging campaigns across social media, PR, e-mail marketing and other relevant digital marketing campaigns identified.
* Take a lead role in writing, commissioning, content planning, editing and proofing relevant new content for corporate website that appeals to sites’ target audience/s.
* Write informative and effective search engine optimised (SEO) copy for the website as required.
* Generating relevant leads and effectively maintaining regular contact with such prospects to achieve job purpose.
* Identifying areas for digital expansion and development.
* To ensure that all data for the monitoring and evaluation of digital activity is collated and forwarded timeously to the manager.
* To agree and monitor targets, identify deviations and implement remedial action.
* To collate and present reports on key objectives/targets as required.
* Provide activity and statistical reports in agreed formats at agreed times.
* Present as required to the manager/board.
* Build reporting frameworks to evaluate return on investment and digital marketing activity across various platforms to help guide future campaigns.
* 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.
* 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 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/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 marketing 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.

# Desirable criteria

* Proven experience in digital marketing and online PR in media/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.