 IN CONNECTION WITH 

Position Title : **Trade Liaison & Events Co-ordinator**

Reports to: Programme Manager

Explore Inishowen CLG is a community based tourism organisation formed for the purpose of promoting the whole of the Inishowen Peninsula in partnership with all our tourism, business, statutory and community stakeholders.

**OUR VISION**

To steer and sustain our peninsula within the context of tourism to enhance opportunity for growth in our tourism orientated provisions and forge strong links within our communities, thus building business and employment opportunities to support community capacity and improve social capital. We aim to foster entrepreneurship, support sustainability, innovate and create a sustainable environment for all who live and visit here.

**VALUES**

Explore Inishowen CLG aspires to foster an innovative, creative, flexible and adaptive approach and deliver for the Inishowen Peninsula as a whole through a collaborative and inclusive plan. We act with integrity and strive for excellence, infusing all of work with energy and passion and a strong, positive belief in our people and our place.

**JOB SPECIFICATION**

Job Title: **Trade Liaison & Events Co-ordinator**

Reports to: Programme Manager

**SALARY:**  €22,916.40.

**Hours of work:** 37.5

Explore Inishowen CLG is a community based tourism formed for the purpose of promoting the whole of the Inishowen Peninsula in partnership with all our tourism, business, statutory and community stakeholders. Our organisation funded by the Pobal Community Services Programme.

This post is funded by the Community Services Programme, therefore subject to criteria preference is applied to applicants that are in receipt of a payment from the Department of Employment Affairs and Social Protection.

**Job Summary**

Explore Inishowen is looking for a passionate and dedicated individual to support the growth of economic, social and community contribution of tourism to the Inishowen Peninsula. **Trade Liaison & Events Co-ordinator** will be ambitious, creative and a self-driven individual with excellent communication and engagement skills. The Explore Inishowen Team will work to deliver on the Explore Inishowen Community Tourism Plan 2023-2027 and the Failte Ireland Destination Development Plan (DEDP). The team will harness key opportunities; delivering incremental tourism revenue for Explore Inishowen CLG; and support the attraction and expansion of visitor numbers thus supporting employment prospects in the peninsula as well as enhancing opportunities for the sustainability, advancement and wellbeing. The Trade Liaison & events should be self-motivated, achieve organisational goals and use time and effort effectively and efficiently. The officer will be adept at selling Explore Inishowen as strong product/service. The officer will have comprehensive knowledge of the tourism sector in the peninsula as well as proficient in responding to visitor needs where appropriate.

The **Trade Liaison & Events Co-ordinator** is responsible for (non-exhaustive)

* Building and maintaining excellent relationships with colleagues and all tourism trade and other tourism entities and community entities/organisations within Inishowen.
* Development of quarterly calendar of events which generate revenue for Explore Inishowen CLG.
* Engage and involve the tourism trade in trade events and shows.
* Provide excellent customer service to trade and visitors.
* Creativity and innovation.
* Identification of other revenue and funding opportunities for Explore Inishowen CLG.
* Building exceptional knowledge on all tourism provisions within Inishowen and ability to communicate positively when selling Inishowen to visitors.
* Managing relationships with other tourism entities and others beyond Inishowen.

The **Trade Liaison & Events Coordinator** will support and achieve the aims of the Strategic Tourism Sustainability & Growth Strategy 2023-2027. They will play a key role in providing a high-quality and engaging experience for visitors as well as liaising with local tourism provisions, businesses, community groups, the public and public agencies of the tourism industry. In collaboration with all staff, planning, developing and delivering promotional and other revenue generating events for Explore Inishowen CLG. In partnership with the tourism sector and the local community, planning, promoting and delivering events that are inclusive of the whole community of Inishowen. The officer will contribute to the building of Inishowen as a sustainable and desirable destination. The Trade Liaison/ Officer should be self-motivated, achieve organisational goals and use time and effort effectively and efficiently. The officer will be adept at selling Explore Inishowen as strong product/service. The officer will have comprehensive knowledge of the tourism sector in the peninsula as well as proficient in responding to visitor needs where appropriate.

**Key Responsibilities & Accountabilities: non-exhaustive**

* Develop an In-depth knowledge of the Explore Inishowen Community Tourism Plan 2023-2027,the Failte Ireland Destination Development Plan (DEDP), Donegal County Council KPMG Caravan and Camper Study 2021 and any other tourism relative publication.
* Identify key partners and manage relationships in a positive and productive manner.
* Demonstrate excellent collegial relationships within the office provide exceptional customer service, offering positive initial impression of the organisation and the peninsula, face-to-face, over the phone, and via email to all customers/ clients of Explore Inishowen CLG.
* Ensure visitors, the tourism trade, statutory and community organisations have a high-quality and engaging experience with Explore Inishowen CLG.
* Display strong written and verbal communication skills, including customer relations skills in dealing with visitors, volunteers, staff, the community and the tourism sector.
* Research and become familiar with existing tourism attractions and provisions sectors (tour operators, travel agents, accommodation-focused operators, group organisers, coach operators, on-line operators, existing tourism attractions in the community and specific tourism sectors within the Peninsula) liaise with same.
* Research local history and local people’s views in order to develop examine the potential for new tourist attractions in the community.
* Compile footfall into the Explore Inishowen Tourist Office (Visitor Statistics) and analyse same.
* Prepare accurate valid and complete weekly / monthly reports to the programme manager information by using the right methods/tools on a monthly basis.
* Attend and support at exhibitions, conferences, holiday shows, special events, seasonal events and festivals both nationally and overseas to promote the area where required.
* Assist with the production and distribution of marketing and promotional literature to include annual accommodation brochure, local activities and calendar of events and any other publications.
* Identify new members/ clients/customers and engage potential new trade members and community groups.
* Develop partnerships with local & national agencies and with community groups within the tourism & hospitality industry.
* Work in collaboration with Failte Ireland to assist in the identification of local tourism business/community groups for their marketing, product development & IT needs and report findings to enhance the service to prospective clients and potential visitors.
* Collect, manage and distribute and display tourism promotional material and saleable goods.
* Undertake further training to further enhance skills to be organised by the programme manager.
* Assist with identifying funding opportunities for Explore Inishowen CLG & assist in the application process.
* Support other staff when needed which may involve unsociable hours.
* Such other duties as the company may from time to time reasonably require.

**QUALIFICATIONS & EXPERIENCE Essential Criteria-**

A strong team player who gets on very well with people, is highly motivated with a positive and enthusiastic attitude.

* Possess excellent interpersonal skills with an ability to forge strong working relationships with all staff, the Board of Explore Inishowen CLG, the tourism sector, business partners, and the local community and other tourism organisations.
* Customer-focused with experience of dealing with varying industry groups
* High level IT skills, competent in the use of MS office software, and Canva.
* Strong influencing and negotiating skills.
* Excellent project management and organisational skills.
* Ability to collate a wide range of information and to extract relevant data with strong reporting skills.
* Excellent all round communication skills.
* Willing to undertake further training and education to further enhance skills
* Such other duties as the company may from time to time reasonably require.

**Desirable criteria**

* Previous experience in a similar tourism or business role.
* Have or working towards a third Level qualification in a Tourism/Customer focused area currently or accreditations similar to any of the above.
* Thorough knowledge of Inishowen as a Tourism destination.
* Good experience and understanding of the tourism customer and market dynamics and requirements.

* Opportunity to discuss a blend of remote working after probation period is completed.

An additional advantage although not essential, would be the ability to utilise a foreign language such as German, French or Spanish.

Explore Inishowen CLG reserves the right to amend this job description.

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