 IN CONNECTION WITH 

**Position Title:**

**Digital Marketing & Events Development Officer 2023**

Reports to: Programme Manager

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

**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.

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 CLG is looking for a passionate and dedicated individual to support the growth of economic, social and community contribution of tourism to the Inishowen Peninsula. The Digital Marketing Office will be ambitious, creative and a self-driven individual. 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 of whole Inishowen community.

The Digital Marketing Officer is responsible for all marketing activities:

* Social Media Marketing
* Search Engine Optimization
* Pay-Per-Click
* Content Marketing
* Email Marketing
* Mobile Marketing
* Marketing Analytics
* Affiliate Marketing

The Digital Marketing Officer will plan and manage all digital marketing, marketing & brand communications through all medias. In collaboration with all staff, planning, developing and delivering promotional and other revenue generating campaigns for Explore Inishowen CLG. The Digital Marketing Officer will be responsible for construction of digital marketing plan and delivery on that plan in line with Explore Inishowen CLG Community Tourism Strategy 2023-2027 and the Failte Ireland Destination Experience Development Plan. The Digital marketing Office will engage in planning, promoting and delivering events that are inclusive of the whole community of Inishowen and raising the profile of Inishowen in line with Explore Inishowen CLG Community Tourism Strategy 2023-2027.

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

* Develop and implement a quarterly digital marketing strategy plan with goals in line with the overall vision and objectives of Explore Inishowen CLG Strategic Tourism Sustainability & Growth Plan and Failte Ireland Destination Experience Development Plan.
* Create maximum exposure across all digital channels for Explore Inihsowen CLG and the Inishowen Peninsula.
* Ensure maximum exposure for Explore Inishowen CLG, tourism entities, initiatives, and events for Inishowen.
* Prepare quarterly Digital Marketing / Marketing Plan, monitor and prepare a report on same on a monthly basis for the Board of Explore Inishowen.
* Monitor the quarterly plan, review and report on all marketing, digital marketing projects on a weekly basis to the program manager.
* Collaborate with all staff , the Board of Explore Inishowen CLG , the tourism sector and community of Inishowen to determine enhancements, features, and functions of various digital marketing, marketing campaigns maximising all digital marketing opportunities.
* Support the development of special and seasonal events and festivals as a revenue generating activity other revenue generating ideas for Explore Inishowen CLG.
* Keep abreast of emerging and advancing 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.
* Provide training in-house to staff where needed and tourism sector training where possible.
* Work with the local, national and on occasion international media and other local partner organisations to raise the profile of the local area.
* Generate positive publicity at every opportunity.
* Support the organisation exhibition stands at conferences and holiday shows, locally nationally and overseas to promote the area.
* Research and submit applications for funding for marketing and digital development activities and programs in consultation with the Programme Manager.
* Form proactive partnerships and alliances with the key agencies and stakeholders involved in tourism in the region including Failte Ireland, Donegal Tourism, Local Authorities, Public Agencies, IDP LEADER Companies and the Tourism Sector.
* Source opportunities for business development for Explore Inishowen CLG in terms of online activity, digital and traditional marketing and any other business opportunities.
* Develop, where appropriate, inter-regional and cross border connections to maximise the potential for growth of both private and community tourism businesses to the region.
* Build an understanding of visitors’ needs, the social impact of the project in the community and the impact for 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.
* Perform tourist information services and other related duties as required.
* Attend and support at exhibitions, conferences and holiday shows, both nationally and overseas to promote the area where required and support other staff where necessary which may involve unsocial hours.
* Be available to work at events, organisation presentations as required to support the team.
* Undertake further training and education to further enhance skills.
* Such other duties as the company may from time to time reasonably require.

**QUALIFICATION & EXPERIENCE : Essential Criteria**

* Confident, passionate and enthusiastic attitude.
* Gained or working towards a third level qualification in Digital Marketing/ Marketing IT Business Management/Tourism.
* Positive work ethic and a team player with creative flair and enthusiasm for new ideas and concepts.
* Experience of digital content management.
* Strong Verbal and written communication skills
* Strong understanding of the digital landscape and how it can be used to support and develop the Explore Inishowen CLG brand.
* Willingness to engage in training.
* Willing to build extensive knowledge about the Inishowen Penisula
* Target focused with ambition to achieve.
* Excellent copywriting skills.
* Proficiency in website management
* Proficiency in monitoring and reporting on digital marketing / marketing activities
* Proficiency in the use of MS word / MS Excel / MS Powerpoint etc / Canva.
* Ability to establish good working relationships with work colleagues, trade members & key all stakeholders.

**Desirable criteria**

* Third level qualification in Digital Marketing/ Marketing IT Business Management/Tourism.
* Proven track record 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.
* Commercial awareness.
* Customer-focused with experience of dealing with industry groups.
* Understanding of the community infrastructure and social impacts of tourism

Projects and ability.

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

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**SALARY:**  €22,916.40.

**Hours of work:** 37.5

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

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.