

JOB SPECIFICATION

Job Title: Trade Liaison / Visitor Experience Officer

Reports to: Programme Manager

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.

Full time : 37.5 hrs per week

This post includes some weekends and public to cover tourist office opening times.

Salary: standard minimum wage salary €12.70 per hour, 37.5 hr work weeeek

Job Summary - To support the growth of economic, social and community contribution of tourism to the Inishowen region, by working to deliver on the destination development plans that harness key opportunities, delivering incremental tourism revenue for Explore Inishowen CLG and support the expansion of visitor numbers to the Peninsula thus enhancing opportunities for the whole community.

The Trade Liaison/ Visitor Experience Officer is responsible for supporting and achieving 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 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

- 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 customers 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.
- Provide accurate, valid and complete information by using the right methods/tools on a monthly basis.

- Identify and assess customer's/ clients needs and support those needs with information.
- Conduct surveys and research carrying out assessment of relevant industry 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) to gain insight for the tourist/customer and advancement of the company. Provide feedback in order to make improvements in relation to future projects, both in the community, the private sector and statutory sector.
- Identify key partners and manage relationships in a positive and productive manner.
- Research existing tourism attractions and 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.
- Research, analyse, compile footfall into the Explore Inishowen Tourist Office (Visitor Statistics).
- Support and attend at exhibition stands, at conferences and holiday shows, both nationally and overseas to promote the area.
- Support and attend special events, seasonal events and festivals in the community.
- Assist with the production and distribution of marketing and promotional literature to include annual accommodation brochure, local activities and calendar of events.
- Provide professional communications and support to trade members, community groups and the sector support agencies.
- 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.
- 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.
- Support and attend events, shows, FAM trips etc as required and support the team.
- Collect, manage and distribute and display tourism promotional material.
- 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 up line 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 is highly motivated with a positive attitude.

- Possess excellent interpersonal skills with an ability to forge strong working relationships with all staff, the Board of Explore Inishowen, the tourism sector, business partners, and the local community.
- Experience of dealing with industry groups/visitor services.

- Experience of analysing data and applying metrics to report findings
- Customer-focused with experience of dealing with industry groups
- Competent in the use of office software, including Email, word, Excel Spreadsheets, PowerPoint and Databases
- 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 communication skills both written and verbal, high level of IT skills, including knowledge of database systems, word, excel and PowerPoint

Desirable criteria

- Previous experience in a similar tourism or business role.
- 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.

An additional advantage would be ability to utilise a foreign language such as German, French or Spanish.

Opportunity to discuss 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