

## **JOB SPECIFICATION**

**Job Title:** Programme Manager reporting to the Board of Management

**Status:** Full Time Position 37.5 hrs per week including weekends and holidays periods.

**Remuneration:** Highly competitive remuneration package

**Location:** Inishowen Tourism Office, Railway Road, Buncrana, Co. Donegal.

**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.

This post is part-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.

### **JOB SUMMARY:**

Explore Inishowen seeks a passionate, individual with high ideals, one who is confident, has an enthusiastic attitude, is self-motivated and who can deliver. The Programme Manager is responsible for carrying out a strategic role in the delivery of the vision, mission and goals of Explore Inishowen CLG. The Programme Manager will lead the team building an innovative, creative, viable and sustainable organisation. The Programme Manager is tasked with the overall management of the organisation including financial management, inspiring and managing the team and the delivery and achievement of goals set within the Explore Inishowen CLG Community Tourism Strategy 2023-2027. Explore Inishowen will service the needs of the trade, the local community and visitors. A key part of the role will be liaising with the tourism trade, working with the Board of Explore Inishowen CLG, working with local businesses and the local community. A self-motivated and can-do attitude are essential for this role.

### **Key Responsibilities & Accountabilities:**

- Advance the overall strategic vision, mission and goals of the Explore Inishowen CLG Community Tourism Strategy 2023-2027.
- In partnership with Failte Ireland and other stakeholders support the advancement of Failte Ireland Destination Experience Development plan.
- Be adaptive, responsive and dedicated to the organisation.
- Overall financial responsibility for the organisation, manage, operate, prepare financial documentation in consultation with the Finance & Administrative officer, verifying their accuracy, and collaborate with the appointed Auditors in the preparation of the Annual Financial Statement.
- Ensure policy compliance and development of code of practice/conduct, internal financial procedures manual, risk management, health, safety and welfare at work including risk assessment and safety statement.
- Report on the financial status of the company at each monthly Board meeting
- Ensure cooperate governance is adhered to advise where appropriate.
- Human resources, management, including recruitment, delegation of work to staff, managing operations staff workloads and outputs, staff appraisals and performance management.
- Advise the Board of Directors on all necessary information for operational purposes on a monthly basis.
- Develop comprehensive quarterly plans with goals, monitor and report on same.
- Oversee, manage, organise and delegate administrative activities/and all other tasks that facilitate the smooth running of the office and all operations.
- Responsibility for all comprehensive organisational reporting to funding bodies.
- Conduct training needs analysis, and promote staff development and training.
- Business to Business sales & marketing experience.
- Knowledge of tourism within the Inishowen Peninsula and a willingness to develop expertise.
- Project management skills, knowledge and experience.
- Oversee and lead the team in marketing related plans and activities including the development of marketing material, representation at trade and consumer promotional shows & events, PR and visitor services in partnership with delegated Digital Marketing & Events Officer, and all staff in marketing related activities including the development of marketing material, representation at trade and consumer promotional shows & events, PR and visitor services.
- Initiate, co-ordinate and attend trade & consumer promotional events
- Be familiar with local, national and international tourism promotional activities in conjunction with Donegal Tourism, Failte Ireland, Tourism Ireland & Northern Ireland Tourist Board.

- Liaise with the tourism industry and government representatives to promote local tourism businesses.
- Assist and escort where necessary and liaise with media /industry operators in the planning and implementation of familiarisation tours.
- Oversee and maintain the monitoring systems for tourism and marketing campaigns.
- Oversee and conduct appropriate research, analyse and compile relevant travel/tourism statistics
- Keenly attuned to trends, nuances and emerging developments within the tourism sector.
- Ability to forge strong links with the local community and community tourism entities.
- Source complementary funding and develop an annual sustainability plan of the organisation for presentation to the Board of Management.
- Strategically plan, develop, implement and achieve quarterly outputs and goals, bi-annual and annual outputs and goals.
- Perform tourist information services and other related duties as required.
- Oversee and manage all financial systems and reports
- Responsibility for monthly, quarterly, biannual and annual budgeting
- Provide a comprehensive manager report inclusive of monthly financial reporting and forecasting.
- Attend out of hours Board of Director/ BOD sub-group meetings
- Work unsocial hours.
- Keep updated on any relevant legislation which directly impacts on the organisation and keep the BOD abreast of same.
- Such other duties as the company may from time to time reasonably require.

#### **QUALIFICATIONS & EXPERIENCE Essential Criteria**

- Third Level qualification in Tourism/Marketing/Business Management/ Community Development.
- Experience of managing and supervising staff in a multi-disciplinary environment.
- A strong team player who is highly motivated with a positive attitude who can inspire staff to achieve.
- Capable of managing a multidisciplinary team evoking the best from the staff.
- Excellent interpersonal skills with an ability to forge strong working relationships with the Board of Management, work colleagues, the tourism trade, business partners , tourism stakeholders, the local community and visitors.

- Organised with ability to prioritise own workload effectively, to co-ordinate activities and conflicting demands to ensure that tight deadlines are met.
- Capable of forging strong relationships with all stakeholders.
- Experience of analysing data and applying metrics to report findings
- Customer/ client-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.
- Excellent knowledge of the Community Sector.
- Ability to collate a wide range of information and to extract relevant data with strong reporting skills.
- Budget management experience, procurement experience.
- 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.
- Financial qualification
- Experience of project planning, implementation and evaluation
- Experience of managing programmes on behalf of funders and tendering for programmes
- Thorough knowledge of Inishowen, Donegal and the NW regions as a tourism destination.
- Experience and understanding of the tourism customer and market dynamics and requirements.
- Events management
- An additional advantage would be 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.

Consideration for partial remote work may be discussed after probation period is completed.