

Role Profile

1. The Job

Title	Insights Assistant (10-12 Month Contract)
Department	Strategy & Insights
Division	Central Marketing
Grade	Head Office Grade B
Reporting to	Insights Manager
Type of Contract	Full Time, 10-12 Month Contract
Location	Dublin or Coleraine

Purpose of the Role:

As a key member of the Strategy and Insights team, the Insights Assistant is responsible for supporting and managing research projects, analysing sources of insight and assisting Head Office and Market colleagues to unlock growth and drive business to the island of Ireland.

Note: This role may involve some travel and work outside normal business hours.

2. The Duties – Key Responsibilities & Accountabilities

1. Project manage research projects/programmes being carried out by the Strategy & Insights team. Liaise with external suppliers as required to successfully complete research projects.
2. Along with Manager, commission research through the tender process
3. Support the research design including quantitative and qualitative programmes
4. Undertake desk-based analysis of information available from third parties.
5. Interrogate existing information and data to identify compelling consumer and category opportunities.
6. Prepare research insights in a clear and concise manner in written reports and in presentation format, including PowerPoint.
7. Respond to research queries.
8. Keep up to date with published research and statistical data of relevance to Tourism Ireland.
9. Ensure adherence to the company's GDPR compliance policies and procedures in respect of your area of work.
10. Provide assistance to the Insights Manager in completing additional assignments as required.
11. Such other duties as may be required from time to time.

Role Profile

3. The Person

The successful candidate will possess the following skills, experience and competencies.

Essential

- Strong project management skills.
- An understanding of research processes, comfortable with both quantitative and qualitative data.
- Ability to collate and analyse data and to identify key trends and insights
- Excellent IT skills including Excel and PowerPoint.
- A team player, with flexibility and ability to manage multiple projects/tasks and to deliver within demanding timescales.
- Strong interpersonal skills with an ability to relate well to internal and external stakeholders.
- Good writing skills with an ability to produce reports and other material that is accurate, well structured and prepared to a high standard.
- A commitment to Tourism Ireland's values and evidence of demonstrating these values in practice.
 - **Respect**
 - **Collaboration**
 - **Ownership**
 - **Creativity**

Desirable

- Third Level qualification in a relevant discipline.
- Experience in market research
- Knowledge of the island of Ireland and its tourism products