

Role Profile

1. The Job

Title	Consumer Marketing Executive
Department	Great Britain
Division	Markets
Grade	GB 5
Contract Type	Permanent, Full Time
Reporting to	Senior Consumer Marketing Executive
Location	London

Purpose of the role:

Working as a key member of the GB Consumer Marketing team to assist in the delivery of on-and-off line media campaigns and management of consumer engagement platforms, to contribute to the delivery of GB visitor growth from identified segments in line with agreed strategic objectives.

Campaigns will be designed to give GB consumers compelling reasons to visit the island of Ireland as a holiday destination, ensuring stand-out of brand Ireland in a dynamic and competitive market place.

2. The Duties – Key Responsibilities & Accountabilities

1. Work with the GB Consumer Marketing team and agency partners on the development and execution of integrated consumer marketing campaigns.
2. Manage GB consumer marketing platforms including coordination of updates to GB site of Ireland.com (management of CMS platform); leadership of weekly email programme (management of Act-On system for creation, deployment, and evaluation); key point of contact for consumer contact centre.
3. Support the execution of 'always on' GB e-marketing programme including paid search, content seeding and social media.
4. Manage various online reporting tools including Google Analytics, Apex, Act-On, and Mars (internal reporting tool), etc. to assist with measurement and optimization of campaign activities. Produce clear reports and assist with the collection and analysis of market and competitor information.
5. Collaborate with the GB team and Head Office colleagues to achieve synergy of brand communications across campaign activities. Work successfully with Fáilte Ireland, Tourism Northern Ireland and other stakeholders as relevant to achieve shared objectives.
6. Assist with the production of the annual GB market guide and any other marketing collateral as required.
7. Undertake administrative and financial processes for the Consumer Marketing team in line with Company policy and procedures. Assist with budget management and monitoring.
8. Such other duties as the Company may from time to time reasonably require. This job will involve some travel and unsocial hours. The post holder will also be required to represent Tourism Ireland at various industry, press and corporate functions and events.

Role Profile

3. The Person

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

Essential

- Relevant marketing experience including on-and off-line advertising, email marketing, CRM and database management and social media.
- Experience of working with creative and media agencies.
- Good experience of working with new and emerging technologies and media in a consumer marketing environment.
- Good analytical and reporting skills.
- Adaptable and engaging writing style to communicate effectively across all consumer marketing platforms.
- Good organizational and administrative skills.
- A strong team player with good inter-personal skills.
- Flexible with a positive attitude to change and dealing with competing demands.

Desirable

- Educated to degree level with a qualification in analytics, marketing, communications or other relevant discipline.
- Budget management and demonstrable attention to detail.
- Knowledge of the island of Ireland and its tourism product.