

Role Profile

1. The Job

Title	Trade & Industry Engagement Manager, USA
Department	North America
Division	Markets
Grade	US Grade 6
Type of Contract	Full time and Permanent
Reporting to	Vice President Marketing, USA
Location	New York

Purpose of the role:

To lead and manage the successful development and execution of a performance-driven program of trade activities for Irish industry and US market trade partners ensuring they are aligned with business objectives to deliver growth in US visitor numbers and revenue to the island of Ireland.

2. The Duties – Key Responsibilities & Accountabilities

1. Manage the planning process for the Trade & Industry Engagement team and develop strategic marketing plans to drive incremental growth from best prospect leisure segments, group travel and golf markets.
2. Develop, implement and evaluate a year-round program of national trade and consumer industry platforms to grow business in key markets. Champion the use of technology in programme delivery.
3. Oversee the development and management of the US Partnership Program to maximise lead generation for sales conversion.
4. Manage the development and execution of a digital B2B communications and education program across key retail and trade segments in partnership with key tour operators to include trade education, familiarisation visits, site inspections, workshops and sales missions.
5. Lead and manage key trade accounts ensuring alignment with business objectives to deliver sales growth. Build new business partnerships and manage US Group travel strategy and sales development.
6. Oversee database management, collection of key market intelligence and industry performance data providing real insight to inform decisions and activities.
7. Lead the day-to-day work program of the Trade & Industry Engagement team and collaborate with cross-functional teams to maximise integration and effectiveness of US activity. Manage the HR aspects of the Trade & Industry Engagement team in line with company policy and procedures including performance management and staff development.
8. Manage the departmental budget in line with company policy and procedures.
9. Such other duties as the company may from time-to-time reasonably require.
10. This role will involve extensive travel within the US and unsocial hours. The Trade and Industry Engagement Manager will also be required to represent Tourism Ireland at industry and corporate functions and events as required.

Role Profile

The Person

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

Essential

- Proven experience in a communications and marketing environment including a record of achievement and experience in the development and implementation of B2B marketing plans, establishing cooperative business partnerships and the use of technology to maximise marketing outputs.
- Good experience of working with the US travel industry and major distribution channels. Good experience of key account management.
- Strong communication and interpersonal skills with an ability to forge good working relationships with external stakeholders and colleagues across the organisation at all levels.
- Well-developed influencing and negotiation skills.
- Experience of managing people/teams or a demonstrable ability/potential to manage and motivate people, set goals and targets and maximise the contribution of the team.
- Sharp focus on driving results and record of achievement in meeting targets.
- Strong organisational skills and an ability to handle a number of projects simultaneously.
- Budget management experience.
- Strong IT and Digital marketing skills.
- A relevant third level qualification in communications, marketing, business or any other relevant discipline.

Desirable

- Knowledge of the island of Ireland and its tourism product.