

# Role Profile

## Application Process:

To apply for this position, please send a detailed CV and supporting document using the template provided to [talent@tourismireland.com](mailto:talent@tourismireland.com) (please note CVs sent without the supporting documents will not be considered for shortlisting).

## 1. The Job

<b>Title</b>	PR Communications & Promotions Executive
<b>Department</b>	Markets
<b>Division</b>	Australia and New Zealand
<b>Grade</b>	Australia Grade 4
<b>Type of Contract</b>	Permanent
<b>Reporting to</b>	Marketing Manager – Australia & New Zealand
<b>Location</b>	Sydney

## Purpose of the role:

Through the development and implementation of a comprehensive publicity, communications and promotions programme, the jobholder will play a pivotal role in building and growing brand awareness of the island of Ireland. By maximising all publicity media channels and delivering a programme of sponsorship activities the jobholder will contribute to visitor growth to the Island from Australia and New Zealand in line with Tourism Ireland's strategic objectives and agreed targets.

Note: This job will involve travel and unsocial hours. The post-holder will also be expected to represent Tourism Ireland at various industry and press events.

## 2. The Duties – Key Responsibilities & Accountabilities

1. Develop and implement innovative and creative annual PR and publicity programmes in line with objectives. Identify, develop and maximise all media outlets and publicity opportunities which deliver on Tourism Ireland's strategic priorities. Identify opportunities and develop relationships with traditional media contacts and on-line media to deliver best coverage for the island of Ireland.
2. Ensure that the PR and publicity programme complements, reinforces and is integrated with the Consumer and Trade departments in Australia. Coordinate and implement strategies for digital Influencer campaigns to generate reach and engagement among Australia and NZ consumers.
3. Manage the local PR Twitter account for Australia.
4. Prepare and distribute regular press releases and e-zines to key trade and media contacts. Collate and arrange access to press clippings; monitor and report on EAV results on a monthly basis.
5. Plan and co-ordinate press events consumer promotions and corporate events,
6. Source, initiate and when appropriate accompany future media trips to the island of Ireland. Work closely with colleagues in TNI and FI to ensure media visits are optimised in line with our strategic objectives.

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7. Measure and evaluate programmes against agreed objectives; ensure Tourism Ireland reporting systems (MARS and PAT) are up to date.
8. Co-ordinate market brochures production and other office design creations.
9. Ensure effective budget management, control and reporting of allocated resources in line with company policy and procedures.
10. From time to time, the role will require working unsocial hours and occasional weekend work depending on campaign and event requirements.
11. Ensure adherence in your area of responsibility to the company's GDPR compliance policies and procedures.
12. Such other duties as the company may from time-to-time reasonably require.

### 3. The Person

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

#### Essential

- Strong interpersonal skills and a proven ability to manage effective relationships with media, colleagues and stakeholders.
- Excellent writing skills including writing speech material, news releases, editorial and briefings for traditional and new media.
- Experience in project and event management. Strong organisational and administration skills.
- The ability to develop and implement a programme of Publicity and PR events, stunts and activities in line with corporate objectives
- Strong team player collaborating and working closely with the market team and the wider team in Tourism Ireland to achieved shared goals.
- Budget management experience and attention to detail.
- A commitment to Tourism Ireland's values and evidence of demonstrating these values in practice.
  - **Respect**
  - **Collaboration**
  - **Ownership**
  - **Creativity**

#### Desirable

- Educated to degree level with a relevant qualification in business, marketing, communications or other relevant discipline.
- Knowledge of the island of Ireland and its tourism attractions.