

Role Profile

1. The Job

Title	Publicity & PR Manager
Department	Central Europe
Division	Markets
Grade	Germany 6
Type of Contract	Permanent and Full-time
Reporting to	Manager-Central Europe
Location	Frankfurt - Germany

Purpose of the role:

- Lead the development and implementation of publicity and communications strategies, plans, programmes and activities to grow the positive perception of the island of Ireland amongst German consumers, influencing them to increasingly choose Ireland as a holiday destination.
- Contribute to the development of the overall strategic direction of Tourism Ireland in Germany through participation in the development of marketing and operational plans.
- Manage the human and financial resources of the Publicity and PR department to deliver the plans within the allocated budget ensuring effectiveness, innovation and value.

Note: This job will involve travel and working unsocial hours.

2. The Duties – Key Responsibilities & Accountabilities

1. Plan, devise and implement publicity and PR plans and activities for the German market in line with Tourism Brand Ireland and Tourism Ireland's marketing strategy to maximise motivating publicity for Ireland across all media. This includes tracking and evaluation of publicity results.
2. Support publicity activities in Austria and Switzerland working with our GSAs and local agencies.
3. Contribute to the overall strategic development of the German market through planning, implementing and evaluating fully integrated marketing and publicity plans working closely with colleagues and Manager-Central Europe.
4. Ensure the full integration of publicity campaigns with all other activities in the German market.
5. Develop and maintain effective relationships with German media journalists and other relevant stakeholders. Pro-actively target them with innovative publicity activities to maximise motivating media exposure for the island of Ireland.
6. Develop and maintain the Tourism Ireland media web site to stimulate and support all media exploring coverage for the island of Ireland.
7. Organise and manage VIP functions and Ministerial visits.
8. Manage the allocated publicity budget and resources to ensure that the best return on investment is delivered and in line with company policy and procedures.
9. Lead, motivate and supervise the Publicity team and manage the HR aspects of the team in line with policy and procedures.
10. Take responsibility in the area for ensuring the management of personal data adheres to the company's GDPR compliance policies and procedures.

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11. The post holder will also be required to represent Tourism Ireland at various industry, press and corporate functions and events.
12. Undertake Central European projects as requested by Manager–Central Europe and such other duties as the company may from time to time reasonably require.

3. The Person

Essential

- Relevant PR/Journalism experience at a senior level including:
 - Proven experience in establishing and maintaining relationships with traditional and online media;
 - Excellent writing skills including news releases, editorial, speech material and briefings for traditional and new media;
 - Experience in developing, implementing and evaluating publicity and PR marketing plans.
- A thorough understanding of the existing and emerging German media landscape.
- Strong influencing and negotiating skills.
- Good interpersonal skills and a proven ability to manage effective relationships with colleagues and a complex stakeholder group.
- A strong team player who is highly motivated and can set goals and targets for the team.
- Experience in project and event management.
- Experience in managing budgets and people.
- High level of fluency in both written and spoken English and German.
- A commitment to Tourism Ireland's values and evidence of demonstrating these values in practice.
 - **Respect**
 - **Collaboration**
 - **Ownership**
 - **Creativity**

Desirable

- An appropriate qualification in business, marketing, communications or other relevant discipline.
- Knowledge of the German consumer market.
- Knowledge of the island of Ireland and its tourism product.