

# 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>	Consumer Marketing Manager – China
<b>Department</b>	Emerging Markets
<b>Division</b>	Markets
<b>Grade</b>	Grade E Head Office Equivalent
<b>Type of Contract</b>	2 Year, Fixed Term Contract
<b>Reporting to</b>	Manager Asia
<b>Location</b>	Shanghai

## Purpose of the role:

Working as part of the Tourism Ireland China market team, the purpose of the Consumer Marketing Manager role is to plan, implement, manage and evaluate a programme of highly targeted and effective consumer marketing and PR activity to support and grow visitor numbers from China to the island of Ireland in line with agreed strategic objectives.

To manage Tourism Ireland’s digital and PR General Sales Agencies in Mainland China and Hong Kong in line with corporate objectives, targets and agreed priorities.

*Note: This role will involve travel and require working some unsocial hours.*

## 2. The Duties – Key Responsibilities & Accountabilities

1. Deliver integrated **consumer marketing campaigns** which focus on targeted Chinese consumer segments and optimise investment across all elements of the marketing mix to deliver visitors to the island of Ireland.
  - Oversee the planning and execution of the Tourism Ireland consumer advertising and digital campaign activity, maximising effectiveness through strong audience insight, media planning, execution and evaluation.
  - Oversee the planning, execution, and evaluation of focused Public Relations activity.
  - Manage and oversee Chinese social media to foster vibrant social communities, deliver innovative social campaigns and ensure that social is integrated into all communications.
  - Manage and oversee the Chinese digital function and strategy in line with Tourism Ireland’s digital roadmap. Ensure optimal use of digital communications to deliver best in class campaigns to target segments against agreed objectives.
  - Oversee the management and optimisation of the Chinese and Hong Kong site of Ireland.com

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- Work closely with Trade & Industry Manager to coordinate digital elements of co-operative campaigns with travel trade, airlines and industry where there is crossover. Ensure that PR activity supports and amplifies B2B activity as appropriate.
2. Manage the relationships with our digital and publicity General Sales Agencies, to ensure activities are in line with strategy and brand positioning and that we receive an optimal return on investment.
  3. Ensure all campaigns are measured and optimised to deliver the best possible Return on Investment. Analyse and produce clear reports for activity and collect market and competitor intelligence to ensure Tourism Ireland is best in class.
  4. In close liaison with the Trade & Industry Manager help support excellent stakeholder relations, working closely with Fáilte Ireland and Tourism Northern Ireland and trade and industry partners. Ensure the GSA also works successfully and effectively with these stakeholders
  5. Manage allocated budgets and procurement in line with company policy and procedures.
  6. Co-ordinate and contribute in a timely manner to the production of market reports, KPI reports and up-to-date market profiles
  7. Manage the consumer marketing budget in line with company policy and procedures by projecting costs, determining necessary adjustments, reviewing expenditures and preparing written commentary on the budget and/or variations as required. Work in conjunction with the Trade and Industry Manager to oversee the day-to-day running of Tourism Ireland's office
  8. Take responsibility in the area for ensuring the management of personal data adheres to the company's GDPR compliance policies and procedures.
  9. The post holder will also be required to represent Tourism Ireland at various industry, press and corporate functions and events.
  10. 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

- Knowledge of China and doing business in China.
- Knowledge of the island of Ireland, its tourism product offering and managing relationships with key stakeholders.
- Fluent written and spoken English and Mandarin.
- Relevant marketing experience including:
  - ✓ Experience in developing and implementing strategy and marketing plans.
  - ✓ Experience of brand marketing across a broad spectrum of consumer marketing channels and techniques.
  - ✓ Strong skills in advertising, digital communications, social media and eCRM.
- Experience of managing creative and media agencies.
- Strong analytical skills, able to use audience insight and understanding to shape communications plans and campaigns.
- Good judgement, problem solving and decision-making skills.
- Strong influencing and negotiating skills. Strong stakeholder management, able to deal confidently with all levels of seniority and influence outcomes.
- A strong team player with a collaborative approach and excellent interpersonal skills.
- All employees/candidates are expected to be able to show evidence of demonstrating Tourism Ireland's values in practice.

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- - **Respect**
- - **Collaboration**
- - **Ownership**
- - **Creativity**

### Desirable

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