

# Role Profile

## 1. The Job

<b>Title</b>	Acting Business Partnerships Executive - Spain
<b>Department</b>	Spain - Southern Europe
<b>Division</b>	Markets
<b>Grade</b>	Grade C
<b>Type of contract</b>	Full time & Temporary until January 2023 (FTC)
<b>Reporting to</b>	Marketing Manager - Spain
<b>Location</b>	Madrid, Spain

### Purpose of the role:

- Develop and maintain effective relationships with key travel trade partners to drive recovery and maximise opportunities to deliver sustainable holidaymaker growth from Spain.
- Plan and execute an effective programme of activity including co-operative marketing campaigns with airlines, OTAs and other in-market trade in line with Tourism Ireland's strategic objectives
- Lead on the development and implementation of marketing opportunities for island of Ireland industry

*Note: This role will involve some travel and unsocial hours. The postholder will be expected to represent Tourism Ireland at various industry, press and corporate functions and events in Spain and in Ireland. The Executive will also escort familiarisations trips to the island of Ireland.*

## 2. The Duties – Key Responsibilities & Accountabilities

1. Together with Marketing Manager – Spain, develop and execute co-operative marketing campaigns (digital and offline) with key airlines and OTAs to achieve business objectives and ensure full integration with all brand campaigns.
2. Define and implement B2B communications and trade marketing plan including the management of email marketing activities and LinkedIn channel, as well as the organisation of trade working forum meetings, webinars, and other events in-market.
3. Research and identify opportunities with both new and existing tour operators and travel agencies to rebuild and optimise the range of island of Ireland products in marketplace, in line with key account management and segmentation model principals.
4. Manage and leverage the CRM system to optimise our trade engagement and ensure all data contacts are up to date. Use CRM reports to analyse and evaluate our efforts.
5. In collaboration with other members of the team, lead on the execution and integration of Spain's Industry Opportunities Programme with island of Ireland industry that drives 3<sup>rd</sup> party referrals and sales facilitation across all our channels and in evaluating activity. Provide regular and timely feedback to partners on programme metrics and performance.
6. Organise and coordinate Spanish travel trade buyer participation in the annual Meitheal and Meet the Buyer workshops as well as educational/ familiarisation opportunities to the island of Ireland for top tier Spanish accounts.
7. Collaborate with other members of the Tourism Ireland Brand Partnerships team, Fáilte Ireland and Tourism Northern Ireland on trade marketing plan and engagement platforms with island of Ireland industry.
8. Ensure effective budget management in line with company policy and procedures.

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9. Assist with organisation of, and represent Tourism Ireland at trade, press, industry and corporate events in Spain and on the island of Ireland.
10. Ensure adherence in your area of responsibility to the company's GDPR compliance policies and procedures.
11. 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

- Relevant experience in a marketing/communications role, with specific consumer and trade marketing experience in the travel sector.
- Good working experience and knowledge of business development and key account management. A record of achievement in working and building relationships with key partners.
- A self-starter with the ability to manage multiple projects simultaneously in a busy environment as part of a small team. Excellent project management and organisational skills.
- Fluency in written and spoken Spanish and English.
- Well-developed influencing and negotiating skills.
- A good team player with strong interpersonal skills and a proven ability to manage effective relationships with colleagues and stakeholders, particularly within a small team.
- Budget management experience.
- A commitment to Tourism Ireland's values and evidence of demonstrating these values in practice.
  - **Respect**
  - **Collaboration**
  - **Ownership**
  - **Creativity**

#### Desirable

- A third level qualification in business, marketing or other relevant discipline.
- Good knowledge of the island of Ireland and its tourism product.