

Job Title: Consumer Marketing Manager - China

Applicant Name:

Closing Date: Monday, 16th September 2019 at 12.00 noon

To apply for this position, please send a detailed CV **(Chinese and English)** and fully completed application **(English only)** to talent@tourismireland.com **(please note CVs sent without this supporting document will not be considered for shortlisting).**

Please provide a brief description demonstrating where your skills and experience meet the essential criteria listed below;

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.

