

Role Profile

1. The Job

Title	Senior Marketing Executive - Asia
Department	Emerging Markets
Division	Markets
Grade	Grade D Head Office Equivalent
Type of Contract	Fixed Term Contract
Reporting to	Manager Asia
Location	Dubai, UAE

Purpose of the role:

Working as part of the Tourism Ireland Asia Hub team, the Senior Marketing Executive will have specific responsibility to plan, implement, manage and evaluate a programme of integrated and targeted digital and publicity marketing activities in the region. Working with the Manager Asia and GSAs to optimize investment through our digital and publicity activities across the GCC, India and Japan to support and grow visitor numbers to the island of Ireland in line with our corporate objectives, targets and agreed strategic objectives.

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

2. The Duties – Key Responsibilities & Accountabilities

1. To lead and direct the successful delivery of the digital and publicity marketing plans in the GCC, India and Japan and to manage the GSAs to ensure compliance with service level agreements.
2. Manage the relationship with our digital and publicity GSA teams to ensure activities are in line with strategy and brand positioning and that we receive an optimal return on investment.
3. Oversee the planning, execution and evaluation of focused Publicity activity. Ensure publicity activity supports and amplifies marketing activity as appropriate.
4. Oversee the planning and execution of Tourism Ireland's digital campaign activity in the GCC, maximising effectiveness through strong audience insights, media planning, execution and evaluation.
5. Manage and oversee the GCC and India social media channels to foster vibrant social communities. Deliver innovative digital campaigns and optimise publicity opportunities across digital channels.
6. Oversee the management and optimization of Ireland.com websites for the GCC, India and Japan to continuously improve, update and develop content in line with brand guidelines and consumer tastes, ensuring relevant centrally generated content, campaigns, offers and links to affiliate websites are optimised and up-to-date.
7. Work closely with the Marketing Executive Asia to coordinate and promote travel trade and airline co-operative campaigns across Tourism Ireland digital channels.
8. Manage and track the delivery of yearly KPI targets. Timely and accurate delivery of monthly and quarterly report with insightful analysis and recommendations to address performance issues and successes.
9. Manage allocated budgets and procurement 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.

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10. Manage the Asia Hub Global Graduate in-line with company HR policy and procedures including performance management, staff training and development, authorisation of annual leave and expenses.
11. Take responsibility for ensuring the management of personal data adheres to Tourism Ireland's GDPR compliance policies and procedures.
12. Such other duties as Tourism Ireland and Manager Asia may from time to time reasonably require.

3. The Person

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

Essential

- Proven organisational and administration skills with strong project management capabilities including the ability to deliver on time and within budget.
- Relevant marketing experience including:
 - ✓ Experience in developing creative marketing plans.
 - ✓ Strong skills in publicity, advertising, digital communications and social media channels including ezines, CMS programmes and Google Analytics.
- Experience managing budgets and procurement policies and procedures.
- Strong analytical skills, able to use audience insights and understanding to shape communications plans and campaigns.
- 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.
 - **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, its tourism product offering and managing relationships with key stakeholders. Knowledge of Middle East & Asia, its geography and customs.
- Knowledge of HTML and Photoshop would be an advantage.