

# 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>	Publicity and PR Executive Italy
<b>Department</b>	Southern Europe
<b>Division</b>	Markets
<b>Grade</b>	Italy Grade 4
<b>Reporting to</b>	Manager Italy
<b>Location</b>	Milan, Italy

### Purpose of the role:

- To plan, implement and manage an effective Publicity and PR programme that delivers positive editorial content about the island of Ireland in key Italian media, in line with Tourism Ireland's strategic priorities of regional and seasonal development, helping to drive an increase in Italian holidaymakers to the destination.
- To identify major and well targeted publications, TV opportunities and Digital opportunities to target Culturally Curious audiences to generate excellent exposure for the Island of Ireland in Italy.
- To support the development of the strategy and to implement a programme of Blogger and Influencer activity in Italy in coordination with market colleagues.

*Note: This role will involve some travel and work outside normal business hours.*

## 2. The Duties – Key Responsibilities & Accountabilities

1. Develop and implement an innovative and proactive annual Publicity and PR programme aligned with market strategy and objectives. Ensure that this programme is always fully integrated with market consumer and trade focused activities.
2. Identify a range of priority media outlets to include both traditional and new media (Influencers, bloggers) through which to reach new audiences with Ireland coverage, and build relationships with them.
3. Prepare and issue regular press releases and media briefings in line with strategic priorities.
4. Define, plan and implement an annual programme of media visits to the island of Ireland and liaise with Failte Ireland and TNI to ensure the delivery of optimal itineraries.
5. Supervise the day to day activity of the PR agent and set challenging targets for the recruitment and targeting of media with content.
6. Plan and organise effective media events in the Italian market as required.
7. Seek out new PR opportunities in the market for the Island of Ireland to work with non-traditional partners and benefit from borrowed equity of established brands. Work in partnership with market colleagues to leverage and amplify them.
8. Monitor and report on the results of all Publicity programme activities against agreed objectives and ensure Tourism Ireland's reporting tools (MARS and PAT) are kept updated.

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9. Ensure effective budget management in line with company policy and procedures.
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. This role will involve travel within the island of Ireland and some travel overseas. It will also involve working unsocial hours on occasion.

### 3. The Person

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

#### Essential

- Strong interpersonal skills, creativity and a proven ability to manage effective relationships with media, colleagues and stakeholders
- Excellent writing skills in Italian and English including press releases, speech material, editorial content, briefings for traditional and new media, as well as occasional copy for marketing campaigns.
- A self-starter with the ability to manage multiple projects simultaneously in a busy environment, with relevant experience in project and event management.
- A good team player, well suited to working within a small team.
- Budget management experience.
- Fluency in written and spoken Italian and English.
- 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 communications, marketing or other relevant discipline.
- Good knowledge of the island of Ireland and its tourism product.