

Role Profile

1. The Job

Title	Manager-Germany
Division	Markets
Grade	M1
Type of Contract	Full Time and Permanent
Reporting to	Director of Markets
Location	Frankfurt

Purpose of the role:

The overall purpose of this role is:

- To develop and oversee the implementation of Tourism Ireland's strategy and marketing plans in Germany, ensuring that agreed targets are met within the allocated budget.
- To direct and manage all Tourism Ireland's marketing activities, staff and other resources in Germany ensuring maximum effectiveness and best value

Note: The post-holder must be willing to travel and work as part of a global team. This job will involve extensive travel and unsocial hours and the post-holder will represent Tourism Ireland at various industry, press and corporate functions and events.

2. Key Responsibilities & Accountabilities

Strategy Development and Implementation

1. Develop, manage and monitor the implementation of strategic plans for Germany to deliver visitors to the island of Ireland, ensuring that agreed strategies are implemented in line with corporate goals and objectives.
2. Direct the successful development and execution of operational plans in Germany in line with agreed strategic objectives. Monitor, adapt and report on all activity ensuring maximum return on marketing investment and value for money.
3. Direct the delivery of an 'on brand' communication strategy across all activities.
4. Monitor and evaluate consumer research, monitor and report on market conditions and on competitor data and activity.
5. Oversee the management and evaluation of external agencies to maximise return on investment and performance.

Managing the Team

6. Manage, develop and coach Tourism Ireland's team in Germany to ensure that they are highly motivated and contributing at a high level. Foster team spirit, collaboration and lead by example through the demonstration of Tourism Ireland's values.

Collaboration and Managing Relationships

7. Build and maintain effective relationships with key travel trade contacts and key publicity contacts across Germany.
8. Work with the wider Tourism Ireland market team to ensure synergies can be maximised with a particular emphasis on Austria and Switzerland.

Role Profile

9. Work closely and collaboratively with Fáilte Ireland, Tourism Northern Ireland, Tourism Ireland Head Office teams and industry on the island of Ireland to achieve shared objectives.
10. Contribute to pan-European and global projects and represent Tourism Ireland at corporate PR and trade events building effective relationships with all island of Ireland stakeholders in Germany.

Managing Resources

11. Plan and manage resources according to agreed budgets and in line with company policies and procedures. Ensure full compliance with Tourism Ireland's corporate governance, financial and HR policies and procedures.
12. Take responsibility in the area for ensuring the management of personal data adheres to the company's GDPR compliance policies and procedures.
13. Such other duties as the company may from time to time reasonably require.

3. The Person

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

Requirements	Essential Criteria	
Experience	1.1	<ul style="list-style-type: none"> ■ Excellent management experience in leading a team to excel
	1.2	<ul style="list-style-type: none"> ■ Relevant experience in a senior marketing role, with a proven ability to develop and implement strategic and operational plans and manage associated budgets.
Skills General and Specialist Knowledge	2.1	<ul style="list-style-type: none"> ■ Excellent leadership skills, with an ability to set goals, drive change and motivate the team to excel and deliver.
	2.2	<ul style="list-style-type: none"> ■ Strong understanding of consumer and marketing dynamics with a proven ability to quickly understand large amounts of information and data and to evaluate the relationships between various factors and identify the implications.
	2.3	<ul style="list-style-type: none"> ■ Exceptional ability to communicate persuasively, both orally and in writing, with other managers, staff and key stakeholders.
	2.4	<ul style="list-style-type: none"> ■ Ability to communicate in English and German to a high standard, both verbally and in writing.
Behaviours, Competencies, Personal Attributes	3.1	<ul style="list-style-type: none"> ■ Strong influencing and negotiation skills.
	3.2	<ul style="list-style-type: none"> ■ Exceptional ability to establish and maintain effective relationships with colleagues and stakeholders.
	3.3	<ul style="list-style-type: none"> ■ Knowledge of Germany and the German consumer market

Role Profile

Education, Qualifications, Training, CPD, Memberships	4.1	■ Third level qualification in business, marketing or other relevant discipline.
	4.2	■ Good knowledge of the island of Ireland and its tourism products (desirable)

All employees/candidates are expected to be able to show evidence of demonstrating Tourism Ireland's values in practice.

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