

Role Profile

1. The Job

Title	Publicity Manager (Maternity cover – Fixed Term Contract)
Department	Publicity Department
Division	GB
Grade	Grade 8
Type of Contract	Maternity Cover
Reporting to	Deputy Head of GB
Location	London

Purpose of the role:

Working as part of the Tourism Ireland GB market team, the purpose of the Publicity Manager role is to:

- Develop, implement and manage a programme of publicity to restore visitor growth from GB to the island of Ireland in line with agreed strategic objectives and the organisations recovery plan.
- Maintain and develop excellent media relations, enticing the media to visit the IOI and driving positive coverage to attract GB consumers.

Note: This job will involve travel and unsocial hours. The post-holder will also be expected to represent Tourism Ireland at various industry, press and corporate functions and events.

2. The Duties – Key Responsibilities & Accountabilities

Publicity

1. Manage the development and delivery of the GB Publicity plan for 2021 to gain stand out and positive coverage for the island of Ireland and ensuring it's aligned with GB recovery plan and all GB activity.
2. Manage the PR Agency by giving strategic direction and leverage their potential by providing clear briefs for all projects. Monitor the agency hours and outputs.
3. Lead the GB PR team to be a high performing team, ensuring everyone is aware of and implementing the GB strategy. Manage HR aspects of the team in line with policy and procedures.
4. Oversee all PR activities including updating the media room and sending out press releases.
5. Work with the team to monitor and evaluate coverage to deliver on ROI, key messaging and KPIs. Work with central team to adopt the new evaluation process and strategy.
6. Develop and maintain excellent relationships with GB media (including broadcast, journalists, influencers) and effectively utilise these relationships in order to gain positive coverage for the island of Ireland. Maximise opportunities with Scottish media given the importance of this market for restoring growth when the time is right.
7. Work with the PR team and PR Agency to proactively pitch relevant stories to media outlets (broadcast, print media and online) jumping on news hooks where possible. Monitor the changing media landscape and be nimble to amplify Ireland messaging.

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8. Establish excellent relationships with sister agencies, Tourism Northern Ireland and Failte Ireland, and work in close collaboration to gather the latest product information and deliver tailored itineraries for the media.
9. Ensure Corporate Communications are kept up to date on GB PR activity and work with the corporate PR team on briefing notes for CEO media interviews and other media interviews.
10. Oversee the development and delivery of engaging media events in GB ensuring they meet strategic requirements.
11. Deliver regular reports on PR activities including feeding into board reports, SOAR, FOI requests and market presentations.
12. Manage the PR budget in line with company policy and procedures.
13. Work closely with all other GB teams – cooperative marketing, trade & industry, advertising teams – to ensure the PR messaging aligns to the wider GB teams.
14. Take responsibility in the area for ensuring the management of personal data adheres to the company's GDPR compliance policies and procedures.
15. Such other duties as the company may from time to time reasonably require.

3. The Person

The postholder will possess the following skills, experience and competencies.

ESSENTIAL

- Relevant PR/Journalism experience including:
 - ✓ Extensive knowledge of the GB media landscape
 - ✓ Proven experience in establishing and maintaining relationships with the media
 - ✓ Experience of developing and implementing strategy
 - ✓ Agency management
- A highly motivated individual who has proven ability to lead and inspire a team, to support their development, to set goals and motivate to succeed.
- Highly developed influencing and negotiation skills.
- A strong team player with a collaborative approach and excellent interpersonal skills.
- Excellent communication skills both verbal and written (experience of writing briefs and speaking notes).
- Experience in project and event management.
- Budget management experience and attention to detail.
- A commitment to Tourism Ireland's values and evidence of demonstrating these values in practice.
 - **Respect**
 - **Collaboration**
 - **Ownership**
 - **Creativity**

DESIRABLE

- Educated to degree level with a relevant qualification in business, marketing, communications or other relevant discipline.
- Knowledge of the island of Ireland and its tourism product.