



Granard Motte Community Enterprise CLG

A cover letter & CV should be sent via email to info@granardmotte.ie referencing the job role you are applying for in the subject line, or by post to GMCE CLG, Dublin St., Rathcronan, Granard, Co. Longford, Ireland. N39 DE06 by *12 noon on Friday 17th January 2020*

Job Description: Tours & Education Officer

The Tours & Education Officer is responsible for promoting the Interpretive Centre Knights and Conquests and devising tourist development initiatives/campaigns with the aim of generating and increasing revenue in the groups, leisure and educational sector. The role of the Tours & Education Officer is a combination of sales, marketing, public relations and management. It also involves lots of planning and preparation.

Typical responsibilities of the job include:

- Managing Primary & Post-Primary schools' database and relationship building both nationally (phone email and face to face) and internationally (phone & email)
- School tours & school visits sales generation through direct and indirect marketing activities
- Implementation of an educational sales/roadshows programme across the Midlands and beyond and required follow up to secure school visits and tours across the full year
- Attendance at Failte Ireland training & Tour Operator workshops as required
- Creation and implementation of Knights & Conquests Educational Events Programme
- Implementation of schools-focused workshops and events, in line with the national curriculum, to facilitate repeat visits from schools
- Liaising with national and international tour operators and building tour itineraries to facilitate new business as required
- Assisting with the delivery of tours and visitor meet and greets as required
- Full understanding of Anglo-Norman history as associated with the Centre and delivery of full tour script on tours
- Liaising with other youth groups and organisations to drive footfall and group visits
- Any other duties associated with the front office and visitor experience delivery

Qualifications and training required

Graduates with degrees in languages, travel, tourism, leisure, business studies, marketing, management or journalism are normally at an advantage. Relevant work experience is essential, and can be gained via seasonal or vacation employment, or by working as a volunteer or paid assistant in a tourist information centre. Experience gained in museums or information work or any commercial area (sales, marketing, retailing) can also be helpful.

Further Information:

- 39 hr working week on any day across 7 days.
- Occasional evening work may be required but time off will be given in lieu.
- A competitive remuneration package will be offered to the successful candidate.
- There will be a six-month probation period.
- Applications are particularly welcomed from those on the Live Register.
- The closing date for applications is *12 noon on Friday 17th January 2020.*

Granard Motte CLG is an equal opportunity employer

This project is supported by the Department of Rural and Community Development and Pobal through the Community Services Programme.

