



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: Part-Time Marketing Officer

The Marketing Officer is responsible for the online and offline promotion of the Interpretive Centre Knights and Conquests and devising tourist development initiatives/campaigns with the aim of generating and increasing revenue and footfall. The role of the Marketing Officer is a combination of sales, marketing and public relations. The role will report to the General Manager of the Knights & Conquests Heritage Centre.

Typical responsibilities of the job include:

- Helping the General Manager with the ongoing and daily implementation of the Sales, Marketing & Promotional Plan as well as monitoring and reporting on success.
- Attendance at Failte Ireland training & workshops as required
- Co-ordinate & attend trade & consumer focused events
- Running social media channels across all main platforms and managing paid advertising campaigns where applicable
- Identify and create synergies and packages with other sites and attractions in the region
- Manage ongoing liaison and communication with the key agencies, other attractions and groups involved within the tourism sector
- Content management and updating of the company website on a daily basis including the writing of a weekly blog on Granard and the Knights & Conquests Centre
- Provide assistance to the General Manager on preparing annual sales & marketing plan
- Assist in development of brochures and promotional materials, particularly design and content
- Assist in the development, planning, implementation, delivery and evaluation of the festivals and events programme as agreed with GMCE Ltd.
- Development and implementation of an income generation/fundraising strategy.
- 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
- 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 in marketing, both traditional and especially digital, is essential. Work experience 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 the marketing of interpretive centres, museums or information work or any commercial area (sales, marketing, retailing) in the tourism industry can also be helpful.

Further Information:

- 19.5 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.

