

## WHO WE ARE

When you join the Fáilte Ireland team, your work will be **more than just a job.**

You will become part of a talented and diverse community of employees whose mission and passion is to promote and support the development of tourism across Ireland.

To do this we create and invest in world class tourism brands, including the Wild Atlantic Way, Ireland's Ancient East, Ireland's Hidden Heartlands and Dublin. We develop brilliant visitor experiences that position and sustain Ireland as an attractive and compelling destination.

We provide strategic leadership and a wide range of practical supports and training to tourism businesses and we work in partnership with government and other agencies to maximise our impact throughout

communities and across regions as we develop a vibrant and sustainable tourism sector.

To enable our staff to thrive, we provide a respectful and supportive work environment. Not only are we recognised as a Great Place to Work but we're also listed in the top five most trusted organisations in Ireland.

Our supports include flexible and family friendly work policies. By joining Fáilte Ireland you will work in a nurturing team-based environment in a culture that is values driven with excellent opportunities for professional and personal development.

You will enjoy a richness and diversity in your work alongside talented colleagues, specialist external partners and a variety of tourism and community stakeholders to deliver the impact we aspire to.



We now have a vacancy for a

## MANAGER, PRODUCT DEVELOPMENT – ACTIVITIES

LEVEL 3

Permanent, Full-Time

Fáilte Ireland invites applications for the position of Manager, Product Development – Activities. The role will report to the Head of Product Development – Activities.

## JOB PURPOSE

To manage & influence the development and implementation of strategic product development initiatives aligned to Fáilte Ireland's organisational strategy, with a focus on the enhancement and development of Ireland's natural heritage assets to support Ireland to become a leading sustainable destination that protects, restores and champions our natural environment.

### Our Values



#### Passion

We are passionate about Ireland

#### Imagination

We constantly reimagine a better future

#### Action

We make it happen

#### Collaboration

We succeed through collaboration

#### Integrity

We act with integrity at all times

#### Expertise

We never stop developing and sharing our expertise

#### Care

We care about people

# JOB DESCRIPTION

## PRIMARY OBJECTIVES/KEY RESPONSIBILITIES

### Product Development:

#### Strategic:

- Contribute to the development and implementation of organisation & regional strategies to deliver on Fáilte Ireland's objectives.
- Collaborate across the product development directorate on the design and implementation of capital investment schemes to ensure they deliver high quality tourism projects that will meet the objectives of Fáilte Ireland's strategic priorities.
- Manage a portfolio of investments that will deliver exceptional and inclusive visitor experiences that meet the needs and expectations of visitors, support a positive economic contribution to the host destination and deliver a positive return on investment.
- Actively work with grant-aided projects to shape and mould the project into a better tourism visitor experience that is 'best in class'. Collate and manage acquired knowledge and learning in relation to tourism infrastructure, experience development, innovation, inclusivity and sustainable tourism development. Work collaboratively and efficiently with other business units across the matrix.
- Liaise with the Regional Programme teams in identifying product development priorities through the Destination & Experience Development Plan process specifically relating to activity infrastructure developments.
- Build subject matter expertise as it pertains to Activity Tourism development to contribute to the development of Fáilte Ireland's future strategic plans.
- Work with matrix colleagues across the organisation to ensure the Product Development agenda is well socialised and ensure that cross-divisional work remains aligned with Fáilte Ireland's strategy.
- Take the learnings from specialist research in the Activity area and disseminate in an appropriate manner to colleagues & key stakeholders.
- Display initiative and innovation.

### Stakeholder / Relationship Management

Foster and maintain excellent stakeholder relationships to achieve organisation and programme objectives.

- Manage relationships with key national stakeholders including our Strategic Partners and Public Bodies incl. Local Authorities to deliver a range of tourism capital projects, specifically grant aided capital development projects.
- Provide regular feedback from stakeholders to the organisation.
- Communicate the Fáilte Ireland strategy to key stakeholders.
- Develop and maintain positive and effective relationships with internal colleagues across the matrix to deliver on the annual operational plans and achieve organisation objectives and priorities.

### Resource Management:

Lead and support direct reports and team colleagues to perform to the best of their ability individually and collectively within the team to meet predetermined objectives.

- Set clear goals and KPI's for the team that are aligned to the corporate strategy and annual operational plans.
- Conduct Performance Reviews in line with Fáilte Ireland policy.
- Monitor the deployment of resources to ensure optimal outcomes for your team.
- Manage all staff reporting to the position, support and motivate them to maximise their development potential in line with Fáilte Ireland's personal development policy.
- Proactively develop collaborative working across the project teams to deliver agreed projects and KPI's.

### Governance/Reporting and Budget Management:

Comply with all aspects of organisation policy and programme management. Promote good governance amongst direct reports and divisional colleagues.

Specifically:

- Contribute to Divisional planning and reports.
- Ensure that project metrics and updates are available in an agreed format and on time for Executive Team and Board reports.
- Ensure all activities are delivered on time and on budget.
- Budget management & adherence to procurement and financial policies.

- Proficiency & compliance with GDPR and Fáilte Ireland's processes to adhere to GDPR policies.
- Compliance with Fáilte Ireland's ICT processes and procedures
- Ensure that any procurement of work from a third party is implemented in line with Fáilte Ireland procurement policy.

Carry out all other duties as required and participate as a full member of the Activities team

by supporting different work projects, as required, from time to time

This role requires travel, with attendance at a number of national and regional locations / sites on an annual basis

This role will require regular attendance at Dublin-based divisional and project meetings.

The flexibility to travel domestically, and on occasion internationally is an element of this role.

## PERSON SPECIFICATION

### ESSENTIAL CRITERIA

- Excellent interpersonal & collaborative skills including the ability to relate well to people on all levels and to encourage and motivate direct reports.
- Ability to think critically and creatively while understanding the risks involved for all parties.
- Previous experience and understanding of implementing investment schemes.
- Proven delivery of key strategic projects or key milestones within projects in the last 5 years.
- Results orientated with a demonstrated ability to manage and execute multiple tasks within challenging timeframes and deadlines.
- Highly proficient oral and written skills at a senior level.
- Ability to work on own initiative whilst contributing as a member of team.
- To be personally well organised with excellent planning skills and the ability to prioritise work and meet deadlines.

**In order to be eligible to apply for this role you must have / demonstrate in your application form the following:**

- Three years' relevant experience in a development role that includes strategic projects and some elements of people management
- Evidence of stakeholder engagement with public bodies at a management level to deliver projects

- Demonstrate strong project management skills in delivering on projects with multiple stakeholders
- Proven track record in the effective management of budgets.
- Evidence of leveraging external sources of funding for the purposes of product development.
- Access to your own means of transport.

### QUALIFICATIONS/MANDATORY TRAINING

- A professional qualification (minimum Level 6 under the QQI Framework) in a related discipline is essential

### DESIRABLE CRITERIA

- Demonstrate a knowledge of the tourism landscape in Ireland, and particularly Fáilte Ireland's regional brands through previous work experience.
- A knowledge and working experience of State Aid would be an advantage.
- Demonstrate an understanding of sustainable development in previous work experience.

### KEY COMPETENCIES

- Strategic Thinking
- Managing Relationships
- Project Management
- Embracing Innovation

## HOW TO APPLY

Please return your completed application form via <https://www.consciatalent.com/failte-ireland>

Please go to Fáilte Ireland's Career Page for the most up-to-date details on this role.

Closing Date: **4th December 2024 at 3pm**

Candidate booklets and application forms can be found at <https://www.consciatalent.com/failte-ireland> and all applications should also be made via this portal. Only applications correctly and fully submitted online will be accepted into the campaign. CV's will not be accepted or considered for this role.

If you have any queries, please contact [failte@consciatalent.com](mailto:failte@consciatalent.com)

## SALARY, KEY BENEFITS & LOCATION

Salary: **€65,799 – €104,652\*** per annum

\*This role will be filled in line with Public Pay Policy at Point 1 of the relevant Salary Scale unless the successful candidate is appointed from an existing public sector role

### LOCATION:

Blended work model with office location in any of the following:

- Áras Fáilte, 88–95 Amiens Street, Dublin 1, D01 WR86
- 4th Floor, Mathew House, Fr. Mathew St., Cork, T12 TN56
- 3rd & 4th Floor Crescent House, Hartstonge Street, Limerick, V94 K35Y
- Áras Reddan, Temple St., Sligo, F91 RX45
- Unit 5, Calbro Court, Tuam Road, Galway, H91 YKH4
- 1st floor, Market House, Pearse Street, Mullingar, Co. Westmeath, N91 PW95

## SELECTION PROCESS

Shortlisting will be based on applications and the selection process may involve two competency-based interviews. A panel of successful candidates may be formed following the selection process.



**Fáilte  
Ireland**

An tÚdarás Náisiúnta  
Forbartha Turasóireachta  
National Tourism  
Development Authority

Fáilte Ireland is an equal opportunities employer and is committed to fostering an inclusive workplace which values and benefits from the diversity of the workforce. We encourage you to reach out to us directly at [recruitment@failteireland.ie](mailto:recruitment@failteireland.ie) should you require assistance or reasonable accommodation during the recruitment process.

