

## 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 with blended working arrangements. 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 an

## MANAGER, INDUSTRY ANALYSIS

**LEVEL 3**

Permanent, Full-Time

Fáilte Ireland invites applications for the position of Manager, Industry Analysis. The role will report to the Head of Economic and Industry Analysis.

### 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 PURPOSE

Fáilte Ireland have an exciting opportunity for a Manager, Industry Analysis. The role concentrates on unlocking the potential of tourism in Ireland using evidence-based insights into the tourism's industry performance and developmental needs.

The role concentrates on applying a strong set of analytical skills as follows:

- To use evidence-based metrics and data to monitor the tourism's industry performance and developmental needs.
- To manage a programme of data analysis and related studies to better understand and resolve developmental challenges facing the tourism sector.
- To provide strategic advice and support to Fáilte Ireland as it seeks to leverage opportunities to support tourism development based on industry performance data.
- To provide data and insights to industry, developing an understanding of sector performance and insights on how they can apply this to improve performance
- Working with key stakeholders develop an agreed narrative on tourism and sectoral performance
- To support the Head of Division and other team members.

The successful candidate will have specific responsibility for generating and communicating insights to help the Irish tourism industry develop and maintain world class standards of business management and operation.

## JOB DESCRIPTION

### PRIMARY OBJECTIVES/ KEY RESPONSIBILITIES

#### Strategic Thinking & Generating Insights

- Help the organisation set clear goals and KPIs that are aligned with Fáilte Ireland's corporate objectives and establish robust, measurable ways to review performance against these objectives and appropriate international benchmarks.
- Oversee, design and develop surveys, questionnaires and other data gathering vehicles (qualitative and quantitative).
- Share data and insights with industry in an impactful way.
- Analyse and interpret qualitative and quantitative research data to identify patterns, solutions and insights that can be actioned.
- Undertake appropriate desk research to support projects as required.
- Identify or access appropriate data sources to support the analysis work programme.
- Ensure that the appropriate amount of data is collected to achieve agreed objectives.
- Contribute to the strategic thinking of the division and the development of its plans.

#### Project Management

- Oversee the delivery of an industry analysis work programme to inform policy formulation and top-level decision making.
- Manage a portfolio of annual and ad hoc trade research and/or insight projects for Fáilte Ireland.
- Develop clear project specifications and project briefs to ensure that the scope of the project, timelines and budget are all clearly defined and appropriate to the issues at hand.
- Write requests for tender as required, often in consultation with project stakeholders.
- Monitor the quality and delivery of the work programme.
- Manage and successfully engage in multiple projects simultaneously.

#### Communicating Insights

- Develop communications plans for the division's work programme.
- Deliver insightful outputs either directly or working with external agency partners/suppliers.
- Deliver impactful presentations on findings at insight workshops.

- Translate data into meaningful, digestible messages for a variety of audiences that help them to action the insights arising and to make better informed decisions.
- Work closely with Fáilte Ireland's Communications Unit to ensure maximum impact of insight delivery with trade and internal stakeholders.

#### **Stakeholder Management**

- Identify and build strategic partnerships with third-party organisations across various sectors who can help us better understand the market and its performance (e.g., CSO, financial intermediaries, etc.).
- Build key external stakeholder relationships including agency partners/suppliers, tourism trade bodies, local authorities, Tourism Ireland and Tourism Northern Ireland.
- Ensure that the project deliverables meet the needs of all relevant stakeholders.

#### **Team Management & Development**

- Along with other members of the team, build an appropriate high-performance culture.
- Develop the skills of the team to maximise their potential.
- Role model and coach the team in collaborative working across projects and with internal and external stakeholders.
- Manage all staff reporting to the position.
- Conduct Performance Reviews in line with Fáilte Ireland policy.
- Managing procurement and budgeting processes within agreed policy.

Carry out all other duties as required and participate as a full member of the Economic & Industry Analysis team by supporting different interrelated work projects, as required, from time to time.

This role requires occasional travel, with attendance at regional locations.

## **PERSON SPECIFICATION**

#### **The successful candidate will have the following:**

- Leadership and management skills.
- Ability to work collaboratively across functions.
- Strong relationship management of agencies/suppliers and a range of external partners.

#### **ESSENTIAL CRITERIA**

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

- A minimum of 5 years work experience in a role(s) that demonstrates principles, practices, methodologies, and techniques in business management within one of the following settings:
  - consumer/research agency
  - business consultancy
  - business advisory organisation
  - an industry focused public body
  - or have similar work exposure required of this position.
- Experience will include familiarity with research, insight development, digital marketing strategy, integrated marketing communications and measurement / evaluation.
- A high level of competency in Word, Excel, PowerPoint, Power BI, Tableau or similar systems. This is required to prepare professional presentations, reports and similar for end users.

- Experience undertaking, commissioning, or managing industry/business analysis research in an applied work environment.
- Experience of senior stakeholder engagement, with a demonstrable ability to influence and communicate complex data in an impactful way.

#### **QUALIFICATIONS/MANDATORY TRAINING**

- A professional qualification (minimum Level 6 under the QQI Framework) in a related discipline is essential (Business, Administration, Project Management, Statistics or a related area of expertise).

#### **DESIRABLE CRITERIA**

- Knowledge of the tourism industry and/or hospitality industry.
- Experience of delivering end-to-end industry analysis projects with multiple stakeholders.
- A professional Qualification (minimum Level 8 under the QQI Framework) in a related discipline.

#### **KEY COMPETENCIES**

- Decision Making (with a particular focus on problem solving and analytical skills)
- Managing Relationships (in particular influencing at a senior level)
- Strategic thinking
- Commercial Awareness



## HOW TO APPLY

Please return your completed application form via [failte@consciatalent.com](mailto:failte@consciatalent.com)

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

Closing Date: **Wednesday 3rd April 2024 at 3pm**

## SALARY, KEY BENEFITS & LOCATION

Salary: **€63,083 – €100,333\*** per annum (pro-rata)

\*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

## 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.

