



Job Title:	Tourism Development Executive
Purpose of the Job:	Implementation of the marketing and strategic plan for Kildare Fáilte, including membership recruitment and retention, to deliver agreed targets and KPIs
Reporting to:	CEO
Hours:	37.5 hours per week
Office Location:	Naas (may vary)

Role

- Business Development – sales/recruitment and retention, sponsorship and managing key partnerships and relationships, contributing to the strategic plan objectives
- Marketing – collaboration with 3rd parties to execute and implement marketing campaigns
- Other – assist with the planning and execution of events, support key projects, compile weekly, monthly and annual reports

Skills & competencies

- Educated to degree level, with minimum 3 years' experience in a similar role
- Computer literate, especially in Microsoft Office
- Strong communication, literacy and numeracy skills
- Flexible with the ability to work in a team setting but also independently and on own initiative to meet deadlines

About Into Kildare

Into Kildare is a not-for-profit membership association, supported by Kildare County Council and is the official tourist board for County Kildare.

Working with over 100 tourism and hospitality businesses across all sectors of the industry, Into Kildare promotes the county to domestic and international markets to make Kildare a destination worth visiting.

Tourism is an important contributor to job creation and makes a positive impact to the economic and social wellbeing of the County. Into Kildare contributes to and influences the long-term strategic development of County Kildare and engages with stakeholders in order to drive tourism growth.