

# Lough Gur Marketing and Community Development Administrator

## What you need to know

You will work 2.5 days per week as the **Marketing and Community Development Administrator** for Lough Gur Development. The organisation is a not for profit community focused organisation and is managed by a voluntary board with direct responsibility for overseeing the operation of Lough Gur Heritage Centre and Honey Fitz Theatre. This role is part funded by Pobal to assist with rural development and promotion of both facilities as social enterprises. Therefore, this role will have a strong focus on improving and increasing local community services while also increasing awareness on a local, national and international level for both facilities. Lough Gur Development operates independently as a community group however the organisation does liaise with various institutions to assist with increasing awareness for this area.

The main purpose of this role is increase income for the organisation through marketing initiatives while also working with the local community to revive rural initiatives and events through networking, membership programs and successful co-ordination of festivals and events.

This is a **part time 12 month contract position**. The contract may be renewed if targets are met.

This role is based in the **Honey Fitz Theatre and Lough Gur Heritage Centre, County Limerick**.

## **Key duties & responsibilities:**

- Work with the local community to identify and agree upon rural development programme that will benefit the area
- Increase turnover by developing and increasing number and quality of events
- Create a SMART marketing plan that can be delivered with limited resources
- Public speaking and delivery of presentations
- Work in Lough Gur Heritage Centre one day per as a tour guide and liaison officer
- Engage with local, national and international marketing agencies to increase visitor numbers to the Heritage Centre
- Develop a new programme of events for the Honey Fitz Theatre
- Create and promote a new facilities brochure for the Honey Fitz Theatre advertising training rooms and services
- Improve presence and activity on social media to generate not only increased use but also increased income
- Identify funding opportunities to assist with marketing and promotion
- Issue press releases, blog posts and monitor feedback from visitors and users of both facilities
- Represent Lough Gur Development when necessary at tourism trade shows and events
- Administration of all associated work relating to community development, marketing and promotion of Lough Gur
- Build new tourism packages that will be attractive to incoming tour operators and visitors
- Deliver saleable experiences to increase footfall and interest in Lough Gur as a destination
- Update website and develop ecommerce
- Oversee bookings for both the Honey Fitz Theatre and Lough Gur Heritage Centre

- Overall to ensure that Lough Gur Development remains focused on community matters and adheres to the terms and conditions of social enterprise activity as defined by Pobal as our primary funders.
- Any other matters as may be decided by the committee from time to time.

### **What are we looking for?**

#### **Essential:**

- 3 years + experience within a tourism marketing role is essential.
- Third level marketing or tourism qualification is essential
- Attention to detail
- Ability to work well with teams
- Full Clean drivers licence and own transport is required
- Previous experience in community development and tourism
- Excellent IT skills are required, particularly in the area of web development, all social media platforms, Digi ads, google analytics for monitoring trends online and identifying targets
- Superior knowledge of digital marketing and social media
- Proven track record of developing marketing and community development strategies
- Experience with event organisation is a distinct advantage
- Project management skills are essential, and the ability to complete multiple tasks simultaneously and to a high standard
- A creative and innovative mindset is required
- The ideal candidate will be flexible in order to achieve targets and complete projects
- The successful candidate will be self-motivated, a self-starter and results driven
- Excellent planning and organisation skills and the ability to use resources effectively and efficiently
- Good time management skills
- Excellent communication and presentation skills both written and oral
- The ability to build and maintain relationships and networks is essential for this role

#### **Desirable:**

- Experience with successful funding applications
- Demonstration of interagency work to add value to the marketing strategy, for example, with County Councils, Failte Ireland, Local Enterprise Boards etc...

### **Interested in applying?**

Send your CV and cover letter to [info@loughgur.com](mailto:info@loughgur.com). We look forward to hearing from you.

### **Closing date for applications:**

March 8<sup>th</sup> at 5pm.