



**Comhairle Contae  
Dhún na nGall**  
Donegal County Council

## **Tourism Manager**

## **Information for Candidates**

**January 2024**

## **1. The Position**

The Council is seeking applications from suitably qualified candidates with relevant experience for the position of Tourism Manager (analogous to Administrative Officer).

The Council proposes to form a panel of qualified candidates for the post of Tourism Manager, from which it will fill any vacancy which may arise.

Sanction has been received from the Department of Housing, Local Government & Heritage for the post of Tourism Manager on a contract basis for a period of 3 years.

### **Background to the Position**

Tourism is a key contributor to sustainable economic growth, job creation and social well-being both locally and nationally. Recognising the importance of this sector, Donegal County Council has focussed strongly on the development of tourism in the county over the last number of years.

Donegal has a rich and diverse tourism offering with its rugged coastal landscapes, a wealth of sandy and blue flag beaches, windswept mountains, one of the largest collections of inhabited and uninhabited offshore islands, varied natural habitats, vibrant cultural life and Gaeltacht areas, and rich built heritage.

Donegal possesses a wealth of world-class tourism assets including 37 discovery points and 3 key signature discovery points on the Wild Atlantic Way which include Sliabh Liag, Fanad Lighthouse, Malin Head, together with other key attractions such as Glenveagh National Park.

Donegal County Council has a dedicated Tourism Unit which sits as part of the Economic Development Division which forms part of the Councils Economic Development, Information Services and Emergency Services Directorate. This team works closely with Donegal Tourism Clg and other key stakeholders including Failte Ireland and the private sector to develop the tourism sector in the county.

## **2. Role, Responsibilities & Duties**

The **Tourism Manager** will report to the Head of Economic Development.

The **Tourism Manager** will be responsible for the delivery of a range of assigned functions within the division. Key milestones in the delivery of the services will be agreed as part of the annual service delivery plan.

The ideal candidate shall:

- Be able to lead and work with teams and have the ability to motivate, empower and encourage staff under his/her control to achieve maximum performance;
- Possess an excellent knowledge of tourism marketing and development and the evolving tourism development issues, challenges and opportunities both nationally and locally;
- Demonstrate an excellent proactive developmental approach and mindset with experience of collaborating with key stakeholders in the delivery of projects and initiatives;
- Demonstrate an excellent capacity to work under a Management by Objectives (MBO) approach with substantial autonomy in successfully delivering assigned tasks;
- Be highly motivated and have substantial experience in undertaking an innovative and creative approach to delivering tasks successfully;
- Possess excellent strategic marketing, communications and brand building skills;
- Possess good capacity to inform policy and strategy including the collation of relevant data and information, identifying potential exposures and gaps, evaluating results, summarizing conclusions and constructing and presenting policy and strategy recommendations;
- Have substantial experience in informing, delivering and evaluating policies and strategies;
- Possess very good organisational skills, the ability to prioritise tasks, work to demanding schedules and be agile and flexible across the service area;
- Have very good interpersonal and communication skills including good report writing and presentation skills;
- Demonstrate a good understanding of financial systems and procedures, including budget management, as well as identifying and securing funding opportunities;
- Possess good administrative experience at a sufficiently high level and a career record that demonstrates good competence in the management of staff; and
- Demonstrate excellent ability to work on his/her own initiative.

## **Duties**

The following is a non-exhaustive list of duties for the post of **Tourism**

### **Manager:**

- Reporting to the Head of Economic Development on implementation and progress across the areas described below;
- Inform, implement and evaluate the key objectives and associated actions emanating from the Annual Service Delivery Plan (ASDP) for the Economic Development Division with a particular focus on the Tourism Unit;
- Set, monitor and report on targets, budgets and other key performance indicators on a quarterly basis;
- Work collaboratively both internally across Council services and externally with partner organisations, including crossborder partners, to deliver a range of innovative tourism marketing and development initiatives and opportunities;
- Proactively work with businesses and key stakeholders to enhance development opportunities for tourism businesses in the county supporting them to grow and scale and compete internationally;
- Proactively work with various key stakeholders including festivals and events, communities, businesses, social enterprises and support agencies to enhance the visitor experience and tourism offering in the county;
- Convene and support Council Committees assigned to the Economic Development Division when required and contribute effectively to Council Committees including the Municipal Districts, SPC's and the Plenary Council;
- Provide executive support to the work of Donegal Tourism CLG to effectively promote Donegal as a destination of choice for visitors in both domestic and overseas markets and to proactively support the development of tourism in Donegal;
- Proactively collaborate with key development agencies and partners, including crossborder partners, to effectively promote Donegal and the North West City Region as an ideal location for tourism;
- Develop and deliver effective and collaborative tourism marketing and communications strategies and campaigns promoting Donegal as a destination of choice in Ireland and internationally;
- Build and strengthen the Donegal brand using effective brand development and management techniques;
- Work with key partners to implement and continuously review existing and emerging strategies including the emerging Donegal County Council Tourism Strategy;

- Develop and implement relevant policy and strategy ensuring alignment with EU, national, regional and local government policy and strategy to maximise economic development and job creation opportunities for the county and region;
- Oversee the administration of funds and grants to other bodies ensuring full compliance with all necessary regulations and obligations;
- Prepare and develop funding bids to external funding bodies including EU and national funding programmes to secure funds for the delivery of priority projects and initiatives;
- Manage all aspects of the implementation of tourism related projects, including those funded by external bodies such as EU Programme Bodies;
- Undertake other tasks or activities as may be directed by the Head of Economic Development and/or the Director of Service.

### **3. Qualifications & Requirements of the Post**

The Department of Housing, Local Government and Heritage has declared that the qualifications for Administrative Officer will be set out as below:

#### **(a) Character**

Each Candidate shall be of good character.

#### **(b) Health**

Candidates shall be in state of health such as would indicate a reasonable prospect of ability to render regular and efficient service. Successful candidates will be required to undergo a medical examination carried out by the Council's Occupational Medical advisor prior to appointment.

#### **(c) Education, Experience, etc.**

Each candidate must, on the latest date for receipt of completed application forms –

- i) (a) have obtained at least Grade D (or a Pass), in Higher or Ordinary Level, in five subjects (or four if Irish is included) from the approved list of subjects in the Department of Education Established Leaving Certificate Examination or Leaving Certificate Vocational Programme including Irish and/or English and one of the following: Mathematics, Accounting, Business Organisation or Economics, **and**

- (b) have obtained at least Grade C (or Honours) in Higher Level (or Honours) papers in three subjects in that examination (or two subjects if Irish and/or one of the following is included: Mathematics, Accounting, Business Organisation or Economics),

**OR**

(ii) have obtained a comparable standard in an equivalent examination,

**OR**

(iii) hold a third level qualification of at least degree standard,

**AND**

(iv) have satisfactory experience in administrative procedures, including adequate practical experience in work of an executive nature, office organisation and control of staff.

**Desirable Requirements**

- A recognised third level qualification (level 7 in the National Framework of Qualifications) in a business, tourism or equivalent discipline;
- A minimum of five years relevant post graduate experience in development. This may include development experience in local Government or equivalent;
- An excellent ability to demonstrate, to an appropriate standard, their understanding of the principles of tourism development and marketing, and, specifically, the role of Local Government in advancing the development of this sector;
- An excellent ability to demonstrate an understanding of the challenges and opportunities (International, National and Local) facing the tourism sector in Donegal;
- An excellent ability to demonstrate a good developmental approach and mindset with satisfactory experience of developing and maintaining effective partnerships and of engaging and influencing various stakeholders;
- Excellent experience of delivering tasks in an innovative and creative manner;
- Excellent experience of marketing, communications and brand building;
- Very good experience of informing policy and strategy.
- Very good organisational skills, an ability to prioritise tasks and work to demanding schedules;
- Very good interpersonal and communication skills including good report writing and presentation skills;
- A very good understanding of financial systems and procedures, including budget management, as well as funding opportunities;
- Very good administrative experience at a sufficient level.

- A good understanding of the roles and duties of managers in safety management in the workplace;
- Good knowledge and awareness of Health & Safety Legislation and Regulations, their implications for the organisation and the employee, and their applications in the workplace;
- Very good experience in supervising and managing staff.

#### **4. Particulars of the Position**

##### **(a) General**

Donegal County Council proposes to create a panel of qualified candidates for the position of *Tourism Manager* from which it will fill any vacancy that may arise.

##### **(b) Probation**

The successful candidate shall be required to be on probation for an initial period of nine months. This period may be extended at the discretion of the Council.

##### **(c) Remuneration**

The current annual pay-scale is minimum €55,847 to maximum LSI2 €72,602 (as per circular EL 02/2023).

Holders of the post will be paid at the appropriate point on the salary scale in accordance with the relevant Department Circular.

New entrants will commence on the minimum point on scale.

##### **(d) Base**

The base for the post of **Tourism Manager shall** be determined by the Council.

The role of **Tourism Manager** may involve some travel, with some trips involving overnight stays and associated costs covered by the appropriate allowances.

##### **(e) Residence**

Holders of the post shall reside in the district in which their duties are to be performed or within a reasonable distance thereof.

### **(f) Working Hours**

The normal hours of work will be 35 hours per week. The Council reserves the right to alter the hours of work from time to time. The Tourism Manager role may involve some work outside of normal business hours on occasion.

### **(g) Conflicts of Interest**

The post holder shall not engage in any gainful occupation, other than as an employee of a local authority, to such an extent as to impair the performance of his or her duties as an employee of a local authority or in any occupation which might conflict with the interests of the local authority or which might be inconsistent with the discharge of his duties as a local authority employee.

## **5. Recruitment Process**

### **A. Application Form**

- Applications must be made on the official application form and all sections of the form must be fully completed.
- Please do not submit a CV with your application. Only information contained in the application form will be considered when assessing a candidate's suitability for the post.
- Applications must be submitted **by email only** to [vacancies@donegalcoco.ie](mailto:vacancies@donegalcoco.ie) and must be submitted in word or PDF format only.
- Applications must be received by the deadline specified on the form.
- Applications that are late, lost or delayed will not be considered unless official evidence showing that the application was sent within the timeframe can be produced.

### **B. Short Listing**

Candidates may be short-listed for interview on the basis of information supplied. In the event of a short-listing exercise being required, an Expert Panel will convene to examine and assess the application forms against a set of pre-determined criteria, based on the requirements of the job. It is therefore in your own interest to provide a detailed and accurate account of your qualifications and experience on the application form.



Where it is considered, by reason of the number and standard of applications received, that it would be reasonable not to admit all candidates to the interview, only persons likely to attain at the interview a standard sufficient for selection and recommendation for appointment shall be called for interview.

### **C. Right to Information and Review**

The Council is committed to offering feedback and information to candidates. Any candidate who wishes to do so may request to have a decision or the process reviewed. Any such request must be submitted in writing, stating the grounds of the request and this must be submitted to the Human Resources Department, Three Rivers Centre, Lifford, Co. Donegal within five working days of the date of notification of a relevant decision.

### **D. Confidentiality**

Subject to the provisions of the Freedom of Information Act 2014, applications will be treated in strict confidence.

### **E. Other**

Appointments to the Council are subject to satisfactory checks with regard to references, qualifications, medical examinations, and Garda Vetting, as applicable.

### **F. Canvassing Will Disqualify**

Any attempt by a candidate (or by any persons acting on their behalf) to canvass or otherwise influence any officer of the Council (or persons nominated by it to interview or examine applicants) in the candidate's favour, either directly or indirectly, by means of written communication or otherwise, will automatically disqualify the applicant for consideration for the position.

### **G. General Data Protection Regulation**

Donegal County Council is committed to protecting your personal data and we comply with our obligations under the Data Protection Acts, 1988 – 2018, and the General Data Protection Regulation.

- Basis for Processing your Personal Information

The basis for processing your personal data is to process your application for the position you have applied for with Donegal County Council under the Terms of the Employment (Information) Act 1994 and Human Resources Department policies and procedures.

When your application form is received, we create a computer record in your name, which contains much of the personal information you have supplied on your application form. This personal record is used solely in processing your

candidature. You are entitled to obtain at any time, a copy of information about you, which is kept on record.

- **Sharing of Information**

Outside of the relevant recruitment team, the information provided in your application form will only be shared for progressing the competition for which you have applied for, with a designated shortlisting and/or interview board.

If, following the competition, you are deemed a qualified candidate and offered a position, the information provided in your application form will form part of your Personnel File.

Furthermore, should you be offered a position and subsequently confirm your interest in the position, the information provided on your application form will be used to request service records and employment references.

- **Storage period**

Your application will be retained for two years from the date of the competition. Applications that are not progressed to interview stage will be destroyed post competition.

Donegal County Council's Privacy Statement can be assessed at:

[www.donegalcoco.ie](http://www.donegalcoco.ie)