



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

Tourism Officer

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 Officer (analogous to Assistant Staff Officer – Grade IV).

The Council proposes to form a panel of qualified candidates for the post of Tourism Officer, from which it will fill any permanent or temporary vacancies which may arise.

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 Officer** will report to the Tourism Manager/Head of Tourism.

The **Tourism Officer** 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 work within multi-disciplinary teams and have the ability to motivate, empower and encourage other team members to achieve maximum performance;
- Possess a competent knowledge of tourism marketing and development and the evolving tourism development issues, challenges and opportunities both nationally and locally;
- Be highly motivated and demonstrate a developmental approach and mindset with experience of collaborating and being innovative in the implementation of task;
- Be highly motivated and possess an innovative and creative approach to delivering tasks successfully;
- Have experience of marketing and communications activity;
- Possess capacity to collate data and information, identifying potential exposures and gaps and evaluating results;
- Possess good organisational skills, the ability to prioritise tasks and be agile and flexible across the service area;
- Have good interpersonal and communication skills;
- Demonstrate an understanding of financial systems and procedures, as well as identifying potential funding opportunities;
- Possess relevant administrative experience at a sufficient level that demonstrates a competence in the management of staff; and
- Have the ability to work on his/her own initiative.

Duties

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

- Assisting in the implementation and evaluation of the key objectives and associated actions emanating from the Annual Service Delivery Plan (ASDP) for the Economic Development Division;
- Assisting in the monitoring and reporting on targets, budgets and other key performance indicators on a quarterly basis;
- Work collaboratively to deliver a range of innovative tourism marketing and development initiatives and opportunities;
- Work as part of a team to develop the tourism sector in the county and this includes working with businesses to enable them to grow and scale and compete internationally;
- Assisting and supporting Council Committees assigned to the Economic Development Division including the relevant Strategic Policy Committee when required and contribute to other Council Committees including the Municipal Districts and the Plenary Council;

- 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;
- Work as part of the team with developing and delivering effective and collaborative tourism marketing and communications strategies and campaigns promoting Donegal as a destination of choice in Ireland and internationally;
- Work as part of the team in building and strengthening the Donegal brand using effective brand development and management techniques;
- Work as part of the team to implement and continuously review existing and emerging strategies including the emerging Donegal County Council Tourism Strategy;
- Work as part of the team in informing 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;
- Administer funds and grants to other bodies ensuring full compliance with all necessary regulations and obligations;
- Work as part of the team to 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;
- Undertake other tasks or activities as may be directed by the Head of Economic Development and/or the Director of Service.

3. Qualifications & Requirement of the Post

The Department of Housing, Local Government and Heritage has declared that the qualifications for Assistant Staff 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.

Desirable requirements

- An ability to demonstrate, to an appropriate standard, their understanding of the principles of tourism marketing and development.
- An ability to demonstrate, to an appropriate standard, their understanding of the role of Local Government in advancing the development of this sector;
- An ability to demonstrate an understanding of the challenges and opportunities (International, National and Local) facing the tourism sector in Donegal;
- An ability to demonstrate a developmental approach and mindset with satisfactory experience in engaging with stakeholders;
- Good organisational skills, an ability to prioritise tasks and work to demanding schedules;
- Good interpersonal and communication skills including good report writing and presentation skills;
- An appreciation of financial systems and procedures, including budget management, as well as funding opportunities;
- Good administrative experience at a sufficient level;
- An appreciation of safety management in the workplace and Health & Safety Legislation and Regulations, their implications for the organisation and the employee, and their applications in the workplace.

4. Particulars of the Position

(a) General

Donegal County Council proposes to create a panel of qualified candidates for the position of *Tourism Officer* 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 €32,301 – max LSI2 €51,100 (as per Circular 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 Officer **shall** be determined by the Council.

The role of Tourism Officer **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 Officer 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 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