

Role Specification

Marketing & Events Coordinator

On-site/Hybrid position, 37.5 Hrs per week

Rising boldly from the wild Atlantic Ocean, Inishturk is a small island 14km from the west coast of Ireland. Renowned for the warmth of its community, unspoilt natural beauty and views of the Connemara coastline, it is home to 60 people and receives 3000 tourists per year. The island is home to a diverse array of wildlife and plant life, as well as several historic

sites and monuments that offer a glimpse into its rich past. Whether you're looking for adventure, relaxation, or a chance to immerse yourself in culture and history, Inishturk Island offers a unique experience.

Inishturk Community Club CLG is a social enterprise responsible for community development and operating facilities on Inishturk Island including a community centre, bar/restaurant, shop, activity pitch & tourist accommodation. We receive funding from the Department of Rural & Community Development via Comhar na nOileán CTR.

Role Summary

As Marketing & Events Coordinator you will support connectivity both within our community and beyond, contributing to the continued success of Inishturk as a sustainable place to live, work and visit. You will have the opportunity to support the existing community whilst promoting this special place and showcase it to the world, by creating and implementing a marketing and communications strategy, building relationships with local businesses and organisations, and coordinating community events to add to island life. The successful candidate would ideally be based on the island, but we are confident that the role can also work as a hybrid arrangement that includes bi-weekly/monthly scheduled visits to the island, due to the strong on-the-ground team that will be in place.

Key Responsibilities

Marketing Strategy

- Devising a marketing strategy for the island, embracing all digital platforms focusing on authentic island experiences, natural resources and the island's unique selling points.
- Researching sources of funding, completing funding applications and compiling documentation for submission of grant drawdown.
- Identifying unique tourism opportunities, developing tourism packages and the promotion of same.
- Creating high-quality Social Media content to include video and picture imagery.
- Establishing relationships with key tourism agencies including Fáilte Ireland, Tourism Ireland, the local enterprise board, and Mayo County Council.
- Working with the Development Manager and the Community Services Programme Manager on tourism initiatives to increase visitor numbers and improve the tourism experience of the island.

Events

- Creating an event schedule for the island to include seasonal entertainment and weekend musical performances from all year round, as well as craft, well-being and upskilling workshops.
- Managing event logistics including transport and accommodation requirements of performers, artists and tutors etc.
- Keep event plans under budget and on schedule.
- Reach out to potential sponsors and collaborators.
- Maintain accurate records of all event expenditure.
- Working with the team to deliver an excellent event experience regardless of its format or type.
- Effective communication with all team members at every stage of event planning, respecting coworkers time and input to the delivery including the chef, kitchen, bar staff and finance.

Communications

- Promote activity on the island through the monthly newsletter and social media.
- Formatting and writing press releases for publication in local and nation press, managing all media enquiries and media/press trip requests.
- Maintaining and developing the website so that it is up to date and fully functional. This process applies to structure, content, features and marketing.
- Replying to all enquiries in a timely manner, capitalising on sales opportunities for tourism accommodation, bar/restaurant, community pitch and shop.
- Act as the Inishturk Community Club CLG Data Protection Officer to ensure GDPR Compliance

Community Development

Working with the Development Coordinator and Community Services Programme Manager to source funding and run fundraising initiatives.

Undertaking administrative duties as directed by the Community Development Coordinator.

Other related duties:

The post holder will also undertake such additional duties as necessary in relation to the work of the company including driving the community bus, and shop assistant duties during peak season.

Candidate profile

- Strong interpersonal and collaboration skills and the ability to build relationships with a wide range of stakeholders, including local businesses and organisations, residents, and visitors.
- Highly organised and ability to handle multiple tasks simultaneously.
- Excellent time management.
- A well groomed appearance and confident demeanour

- Excited to be part of a community and impact-oriented social enterprise
- Enthusiastic and people oriented
- Has excellent digital literacy - in terms of content creation, social media, Google docs etc
- Ability to work independently and as part of a team, with the capacity to manage multiple projects simultaneously, setting and meeting deadlines.
- Has a growth mindset and ability to solve problems creatively
- Loyal and trustworthy
- Team Player
- Adaptable

Experience

- Demonstrated ability and experience of social media
- Demonstrable knowledge and experience of creating web pages through platforms like Wix or Squarespace
- Experience in preparation of press releases and media relations/newsletters are essential
- Experience of working with 3rd party suppliers - designers, photographers, printers etc.

In addition, the following will be desirable:

- Passionate about community, tourism and the culture of islands
- Full Irish Driving Licence

Terms

This contract will commence in October 2024, initially with a rate of €25,500 per annum with agreed overtime awarded as Time in lieu

Contract subject to a six-month probation period.

Eligibility

- Current recipient of social welfare

Contact Details

To apply for this position please send your CV and a cover letter to development@inishturkisland.com with the subject line 'Inishturk Marketing Application'.

The closing date for receipt of applications is 17:00pm, 16th October, 2024.