



Tralee Bay Wetlands Centre

Ionad Bogach Bhá Thrá Lí

Assistant Manager Administration Position – Information Booklet

This is a responsible administrative and supervisory position, managing the operation of the Visitor Centre and other facilities including staff, volunteers and visitors

Minimum Requirements

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

- a. hold a Level 8 Degree and/or postgraduate qualification in a subject relevant to the role, e.g. Business, Project Management; Marketing; Tourism Studies **or** hold experience in managing or supervising the operation of a visitor facility.
- b. Candidates with a third level qualification must have at least two years satisfactory experience at a supervisory level in a related field.
- c. Demonstrate a clear understanding of the role of managing a nature and activity visitor facility

Responsibilities

Marketing

It is the responsibility of the Assistant Manager working under the direction of the Manager and the Board and Executive of the Company to:

- Publicise the Centre's services and develop and implement marketing strategies to raise the profile of the Centre. This should incorporate:
 - Preparing a marketing and public relations plan capable of delivering on projected visitor numbers from local, Irish and overseas markets
 - The promotion of the Centre as a hub of nature and activity tourism and as an orientation centre for soft adventure, e.g. walking, cycling, and wildlife watching in the Tralee Bay Area
 - Developing the profile of the Centre throughout Ireland and abroad
 - Developing and maintaining positive relations with Tralee and Kerry Tourism groups, Fáilte Ireland and Tourism Ireland
 - Working with local businesses and visitor attractions
 - Planning and organising events
 - Producing guides, a digital marketing plan and other marketing literature
 - Keeping up to date with developments in tourist activities and events

- Developing positive relationships with the Local Community, State Agencies, Conservation and Wildlife groups, etc.

Managing Resources

- Ensure the Centre is well presented, organised and accessible
- Control and monitor the Centre's budget to ensure that targets are met in the most cost-effective way
- Produce daily, weekly, monthly and annual performance and sales reports for all areas of activity highlighting under-performing areas for improvement
- Manage the operations team and ensure the delivery of excellent customer service standards at all times
- Complete rosters as required by Centre Manager in a timely and cost-effective manner
- Provide training to staff and volunteers and manage and promote volunteering opportunities
- Ensure that the Centre Operations and Staff perform to Health & Safety Standards and Regulations
- Prepare reports for the Board of the Company and Senior management and attend at meetings as requested
- Work with the Lessee of the Cafe to develop and promote an integrated tourist package

Necessary Skills

- Excellent communication skills
- Good interpersonal and management skills to lead a team of staff
- An enthusiastic, friendly and confident manner
- Problem solving ability and negotiating skills
- Excellent IT skills
- Specific knowledge of the Tourism industry
- Excellent administration skills

Working Hours

The Centre is open 7 days a week. It is typical to work a 39-hour week over a five-day period, often including weekends, evenings and public holidays. Hours are longer during the busier summer period than in winter.

Salary

€30,000 per annum, paid fortnightly.

Selection

Selection will be by means of a competition based on an interview conducted by or on behalf of the Tralee Bay Wetlands Co. Ltd. Candidates may be short-listed on the basis of relevant qualifications, experience and other information set out in their application forms. The candidates short-listed will be invited for interview. The Tralee Bay Wetlands Company Ltd. is an equal opportunities employer.