

1 Feidhmeannach Margaíochta & Díolacháin



A

Riachtanais Riachtanacha:

Ní mór don fheidhmeannach margaíochta agus díolacháin na scileanna seo a leanas a bheith acu chun an post a dhéanamh go héifeachtach

Cáillíochtaí

Céim tríú leibhéal (NFQ leibhéal a 7 nó níos mó)

réimse sin

Taithí

3 x bliain de thaithí ag obair le margaíocht agus díolachán

3 x bliain de thaithí bainistíochta

Ríomhairí

Scileanna maithe ríomhaireachta thar clár 'Microsoft Office' iomlán

Taithí ag plé foilsíúcháin agus bróisiúir (i.e. Indesign, Photoshop)

Taithí ag plé le hE-mhargaíocht (e.g. cur amach ar an gclár 'Campaign Monitor' nó cláir eile cosúil leis)

Cur amach ar gach gné de na meáin digiteacha

Cur amach ar gnéithe de dearradh suímh idirlín agus cothabháil suímh

Gaeilge

labharta)

Airgeadas

Taithí ag feidhmiú laistigh de bhúiséad agus ag bainistiú buiséid

Rudaí eile

Ní mór don iarrathóir lán-cheadúnas glan a bheith acu

Ní mór don iarrathóir a módh iompair féin a bheith acu

Ní mór dóibh a bheith go maith chun scríbh agus chun ceapadóireachta I mBéarla agus I nGaeilge

Pearsantacht

Ní mór d'iarrathóirí meon dearfach agus cur chuige fuinniúil a bheith agus a bheith ábalta iad féin a threoiriú as a stuaim féin.

B

Riachtanais Inmhianaithe

Bheadh na scileanna agus tréithe seo a leanas ag iarrathóir idéalach:

Scileanna

Taithí ag plé lefeachtas margaíochta do chómhacht ar chómh-mhéid le hUisce agus cruthúnas ar na torthaí a bhí ar an obair úd

Céim tríú leibhéal (NFQ Leibhéal 7 nó níos mó) sa mhargaíocht, sa ghnó nó sa Ghaeilge

Cur amach ar stráitéisí idirlín agus meáin sosialta agus cruthúnas a thabhairt ar an gcumas seo

Pearsantacht

Ceannaire láidir le scileanna cumarsáide idirphearsanta den scoth

Go maith ag bainistiú brú le cumas cruthaithe in eagrúcháin, i mbainistíocht ualach oibre pearsanta agus cumas rudaí a chur in óird tosaíochta de réir tábhachta nuair is gá

Scileanna cumarsáide - soléir/gonta/éifeachtach

Bainistiú brú éifeachtach ag obair i dtimpeallacht le hualach oibre trom

1 Sales & Marketing Executive

A	<p>Essential Requirements:</p> <p>The marketing and sales executive must have the following skills to undertake this job effectively:</p>
Qualifications	<p>A third level degree (NFQ Level 7 +)</p> <p>A 3rd level Qualification in marketing and Sales or a relevant post graduate qualification</p>
Experience	<p>Minimum of 3 years Marketing & Sales experience</p> <p>Minimum of 3 years Managerial experience</p>
Computer Skills	<p>Advanced Computer skills across all Microsoft Office</p> <p>Must be familiar with brochure design and publication (i.e., Indesign, Photoshop)</p> <p>Must have experience in e-marketing (e.g. use of "Campaign Monitor" or equivalent program)</p> <p>Must be familiar with all aspects of Digital Media</p> <p>Must be familiar with aspects of website design / maintenance</p>
Gaeilge	<p>Must be fluent as Gaeilge - T.E.G. Leibhéal C.1 (Ard-caighdeán scríofa + labharta)</p>
Finance	<p>Experience in managing and performing within an agreed budget</p>
Other	<p>Must hold a full, clean license</p> <p>Must have own transport</p> <p>Possess strong composition / writing skills in both English & Irish</p>
Personal	<p>Must have a positive, enthusiastic disposition with high degree of Self Leadership, Team working, Communication and Social Skills</p>
B	<p>Desirable Requirements:</p> <p>Suitable candidates ideally would also possess the following skills / attributes;</p>
Skills	<p>Have experience in marketing and sales campaigns for a similar sized company with proven results.</p> <p>A third level degree (NFQ Level 7 +) in marketing, business or Irish</p> <p>Competent in Internet and social media strategy with a demonstrated track record.</p>
Personal	<p>Be a strong Team Leader with excellent interpersonal skills</p> <p>Good at stress management with a proven ability to prioritize, organize and manage your own work load</p> <p>Communication Skills – clear/concise/effective</p> <p>Effective stress management in working in a high workload environment</p>

2 Sales & Marketing Executive

Job Description & General Duties

Tideal an phost: **Sales & Marketing Executive**

Duties:

A

Cur síos ginireálta ar an bpost

Beidh an té a bheidh ag obair sa ról seo ag tacú leis an Bainisteoir díolacháin, margaíochta agus riaracháin I bhforbairt agus cur I gcríoch plean margaíochta bhliantúil do Choláiste Uisce agus na haonaid gnó a ghabhann leis an bplean sin.

B

Réimsí Specificiúla

Beidh an té atá ag feidhmiú sa phost seo freagrach as na réimsí seo i leannas:-

Margaíocht & Díolachán

Cabhrú le cur I gcríoch plean margaíochta bhliantúil Uisce-Coláiste I gcomhair leis an mbainisteoir Margaíochta agus Díolacháin

Cabhrú le cur I gcríoch plean margaíochta bhliantúil Uisce- Ionad Eachtraíochta (grúpaí scoile srl) I gcomhair leis an mbainisteoir Margaíochta agus Díolacháin

Cabhrú le cur I gcríoch plean margaíochta bhliantúil Uisce do Uisce Reatha I gcomhair leis an mbainisteoir Margaíochta agus Díolacháin

Iomhá branda Uisce a choiméad ar árd-chaighdeán i ngach ghné den phróiseas margaíochta

Freastal ar seóanna/scoileanna agus ócáidí mar atá leagtha síos

Cinntiú go bhfuil an Ghaeilge soiléir agus lárnach I ngach ghné den mhargaíocht agus díolachán

Cinntiú go bhfuil pointí díolacháin speisialta UISCE in úsáid go hoiriúnach agus go héifeachtach

Cinntiú go neiríonn leis an Scéim Náisiúnta Scoláireachta tríd clúdach náisiúnta a fháil sna meáin.

Gach iarracht a dhéanamh spriocdátaí priondála agus margaíocht a shroichint

Suíomh Idirlíona

Bí páirteach I gcothabháil agus forbairt an suíomh idirlín www.uisce.ie

Bí páirteach I gcothabháil agus forbairt an suíomh bucála agus íocaíochta

Bí cinnte go bhfuil www.uisce.ie in úsáid mar uirlis margaíochta éifeachtach

Airgeadas

Pleanáil a dhéanamh chun an bús is mó a bhaint as caiteachas an bhuiséid

Cothabháil agus forbairt ar shuíomh bucála Uisce agus ar an módh íocaíochta ar líne

Bí páirteach sa phraghas a cuirtear ar thairgí an chomhlachta agus na polasaithe a ghabhann lena leithéid

Súil a choinneáil ar chostas thairgí chun a bheith cinnte go bhfuil uas-mhéid brabúis á bhaint amach do gach díolachán

Bainistiú éifeachtach ar na buiséid ar fad a bhaineann le gnéithe oifige, mar shampla, priondáil, postas, earraí oifige srl.

Earcú Fóirne

chóimhlacht

Cabhrú, nuair is gá, le hagallaimh nuair atá baill nua fóirne á roghnú

Pleanáil Straitéiseach & Bainistíú Ghnó

Smaointe agus ionchur a thabhairt nuair atá forbairt agus taighde á dhéanamh ar thairgí nua. Cabhrú le straitéisí agus forbairt an chomhlachta.

Breisleagrachtaí ilchineálacha

Aon tásca eile a bheidh de dhíth ó bhainistíocht UISCE, go háirithe i rith séasúir an tSamhraidh

2 Sales & Marketing Executive

Job Description & General Duties

Position Title: Sales & Marketing Executive

General Description

The person fulfilling this role will aid the Sales, Marketing & Administration Manager in the development and delivery of the company's Annual Marketing Plan for Coláiste Uisce and the various business units

Duties:

Sales & Marketing

Assist with the implementation of the Annual Marketing Plan for Coláiste UISCE in conjunction with the Marketing and Sales Manager
Assist with the implementation of the Annual Marketing Plan for UISCE Adventure Centre (School and Groups courses) in conjunction with the BUM.
Assist with the implementation of the Annual Marketing Plan for UISCE Reatha (Splash & Skills Courses) in conjunction with the BUM.
Maintain the UISCE brand throughout all marketing activities.
Attend agreed shows / schools / events as laid out in the Annual Marketing Plan
Ensure the use of the Irish language is evident & maintained at all times through all Marketing & sales
Ensure UISCE's unique selling points are relevant & utilized effectively
Ensure full coverage of the National Scholarships Scheme is achieved throughout the country
Continually update and improve the Sales booklets - Company FABs
Strive to ensure that all associated deadlines (Marketing and printing) are met.

Website

Be involved in the maintenance and development of the UISCE website www.uisce.ie
Be involved in the maintenance and development of the UISCE online bookings site & online payment
Ensure that all information on the UISCE website is accurate and correct.
Ensure effective use of www.uisce.ie as a marketing tool.

Finance

Utilize the Marketing budget for optimum return on expenditure
Maintenance and development of the UISCE online bookings site & online payment procedure
Be involved in product pricing and associated policies
Monitor product costing to ensure optimum profit margin is received per booking
Effective management of all office-related budgets, e.g. printing, postage & stationary etc.

Database Management

Ensure Sales & Marketing Databases are maintained effectively
Aid the Marketing Manager in fulfillment of the company's duties as per the Data Management Act.

Administration & Customer Services

Assist with the processing of bookings when necessary
Assist in dealing with and the resolution of customer complaints / grievances where necessary.
Maintenance of the company's Marketing Files
Preparation and timely completion of all Sales & Marketing reports, press releases & articles.
Monitor & maintain all Promotional & Printed Marketing Material.

Recruitment

Assist in the preparation and implementation of recruitment campaigns for any positions which may arise within the company
Assist in conducting recruitment interviews where necessary

Research & Development

Strive to identify new business opportunities that exist for the business.
Be involved in sourcing new funding and grant applications as necessary

Strategic Planning & Business Development

Provide input into the development of new products and the strategic decisions and direction of the company

End of year reporting

Assist the Marketing Manager in ensuring that all Sales & Marketing reports are completed on time.

Misc

Any other tasks as deemed necessary by UISCE management, particularly during the Summer months