



Career Opportunities

Events Manager – Shannon Heritage DAC

Role Purpose:

Shannon Heritage's mission is 'to develop, manage and operate a commercially sustainable portfolio and related activities by providing experiences to international standards'. The company recognises the need to achieve a balance between its custodial/curatorial role and the need to operate in a commercial environment. Our vision is to be recognised as Ireland's leading operator and developer of tourist attractions, with an overall strategy to attract 1 million more visitors annually by developing compelling tourist experiences, transforming performance and growing tourism to the West of Ireland.

Shannon Heritage DAC now wishes to enhance its team by hiring a talented, energetic and highly motivated **Events Manager** to lead the events team in the creation and delivery of events throughout the year. We have big ambitions in terms of events growth therefore a commercial and visitor experience mind set is important.

Responsible for the events team, strong leadership skills are a must, with the ability to develop, inspire and drive the team forward to greater levels of creativity and execution. You will have impeccable organisational skills, an excellent eye for detail & the energy & drive to deliver world class events at our range of world class attractions. The successful candidate will ensure all company policies, procedures and GDPR requirements are complied with at all times and fulfil all semi state requirements regarding corporate governance.

The Role:

- Create & deliver world-class events, in line with Shannon Heritage brand values, with the highest of customer service standards
- Manage, coach and develop an events team, efficiently and effectively
- Create and own an events calendar that will attract relevant audiences to our attractions; including but not exclusive to seasonal family, corporate, MICE, retail, members, schools etc.
- Leading the organisation and management of all events throughout the year, working with multiple internal and external stakeholders
- Recruiting, training, supervising and motivating temporary staff as well as organising rosters and managing labour costs
- Establishing, tracking & reporting on event KPI's, adhering to budgets and maintaining financial and administrative records
- Generate new innovative and immersive ideas to extend peak season with event opportunities
- Reviewing, researching and supporting the CRM/database system
- Ensure effective information-gathering, trend identification and analysis is conducted in order to identify and maximize on all possible opportunities
- Ensure compliance with all best practice and Standard Operating Procedures of Reservations, enquiries, leads, and overall booking accuracy

Essential Requirements:

- Minimum of 5+ years' experience in a similar role with in-house or agency events team
- Third Level qualification ideally in Marketing or Events or a related qualification
- Analytical and interpretative abilities are essential with a high level of accuracy and attention to detail
- Excellent operational planning, organising/work management skills to get through a heavy workload



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- Demonstrate excellent people management skills with experience of managing large teams of staff
- Have strong organisational and time management skills with a high degree of flexibility
- Be commercially focused

PLEASE NOTE: from time to time the Company may ask you to do other reasonable tasks not stated within this job description but commensurate with the position. The Company also reserves the right to review and update this job description to reflect the changing needs of the job. However, any significant changes will be discussed in consultation with you.

This is a 3 year fixed term position and the role will be based at Bunratty Castle & Folk Park. Remuneration will be discussed with candidates on an individual basis, applications in the form of a current CV should be sent to hr@shannonheritage.com