



**AVEA, Ireland's Association for Visitor Experiences and Attractions, is seeking a Marketing and Membership Executive (part-time) to support its continued growth and development.**

Job Title	Marketing and Membership Executive (part-time)
Reporting to	CEO
Job Type	Permanent Part-time (15 hours per week)
Job Profile	Hybrid: remote working with in-person attendance at meetings

**About AVEA:** AVEA is the national representative association for the Visitor Experiences and Attractions (VEA) sector in Ireland. AVEA was established by the sector in 2017 to provide advocacy and a forum for its members to network and exchange knowledge. We seek to build awareness of this vital tourism sector, to promote professional competence through research, knowledge exchange and career development, and to represent our members in national tourism strategy and decision-making. AVEA is a growing organisation with almost 120 members on the island of Ireland.

**The role:** The Marketing and Membership Executive (part-time) will provide support to the membership and the CEO by ensuring the smooth and efficient administration of the Association. You will play a key part in co-ordinating internal and external communications, organising member events including our annual conference, managing our digital presence, maintaining member records and associated finances with a high level of professionalism and confidentiality, and identifying opportunities for the continued development of the Association. The role is work-from-home but with in-person attendance at some meetings required, and proximity to the greater Dublin area is advantageous.

**Culture and ethos:** AVEA's purpose is to provide a representative voice for our members in dealings with senior tourism stakeholders. Our core objectives are: advocacy – member networking and knowledge exchange – research – education and career development – and sustainability. We work closely and collaboratively with our members and other industry associations to optimise conditions for the VEA sector to reach its full potential. We are passionate about the success of the tourism industry, and we are professional, friendly and consistent in tone in representing our members. The successful candidate will always work on behalf of members to deliver upon AVEA's mission and focus, and will be positive and constructive in outlook, a team player, and a natural problem-solver. An interest in Ireland's tourism offering, our unique and colourful cultural tapestry, and our extraordinary visitor attractions and experiences is a must.

**To apply:** Please email a CV with one-page cover letter to [cflanagan@avea.ie](mailto:cflanagan@avea.ie) with the title 'Marketing and Membership Executive' in the subject bar.

## Key responsibilities:

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- Manage and oversee written and verbal communications as required by and to the CEO and board, to include notifications, events, newsletters, research gathering, updates and communications as required/deemed necessary by the CEO/Board. Membership communications to include phone outreach as needed
- Schedule, manage and oversee board meetings and other internal meetings to include: circulating agendas and papers, taking meeting minutes, pre-meeting preparation to confirm attendance and other necessary meeting preparation, circulating minutes post-meeting etc. Make necessary venue/virtual meeting arrangements as required
- Financial management including the payment and filing of invoices received; preparation of member and partner invoices in a timely and accurate manner; reconciliation of accounts; management of debtors and creditors
- Manage social media strategy and tactics to grow following, reach and engagement while fulfilling the association's focus on advocacy & representation of the industry and representing the tone and spirit of the Association
- Monitor, report and review the impact of all online media traffic.
- Ongoing reports and updates to board members on membership progress, pipeline, new members/sponsors, payment status
- Manage membership written communications
- Preparation of presentations (eg slide decks, papers) for CEO and Board
- Manage annual and ad hoc market research in partnership with external research firms as well as using in-house survey tools
- Coordination of design and publication of essential Association collateral, eg annual survey, reports, etc
- Take responsibility for the website and make copy changes as needed or liaise with website maintenance/design team when needed
- Identification of potential suitable members and early development of new prospects
- Event organisation to include Annual Conference and Member Fora (3-5 per year) working in partnership with the CEO and Board. Events may include in-person live events as well as online events. as follows:
  - Conference Speakers - all pre-speaking preparation to include travel and accommodation, photo and bios, securing presentations in advance and any other speaker related conference requirements on the day and post-event.
  - Partner Engagement - ensure partners and sponsors are briefed and prepared for participation including any bio or image requirements, fulfilment of sponsorship commitments etc.
  - Pre-event set up to include website, A/V, catering, signage, event brochure/programme and any other requirements.
  - Drive registrations with online booking agency, coordinate communications, booking payments (online, cheque and bank transfer ensuring reconciliation with booking system).
  - Co-ordinate any event pack materials with a particular eye for detail
- Any other reasonable and appropriate responsibilities as instructed by CEO or the Board of AVEA.

**The person:** You will have an excellent track record in office administration, with a high degree of proficiency in using Microsoft Office. With an eye for detail, you will have the digital skills to create presentations, social media assets, and other communiqués that reflect the professional tone of the Association and its members. You will have experience in nurturing relationships with key stakeholders, and excellent communication skills. A background in tourism, and a familiarity with the Irish tourism ecosystem, is a distinct advantage.

**Essential skills and competencies:**

- **IT including digital – Financial – Literary – Organisational – Marketing – Event Management – Relationship Management – Problem-solving**
- IT skills: Microsoft Office Suite preferred including Excel, Powerpoint, WordPress, Mailchimp or similar ezine package, design skills (eg Canva)
- Good financial skills for cashflow/bank reconciliations; invoicing; experience with accounting software (Sage) and CRM software
- Strong literary skills with experience in report-writing and data interpretation
- Organisational skills: Ability to manage several projects and operate to deadlines; accurate record-keeping; agility and responsiveness, and an ability to prioritise tasks efficiently
- Experience creating, managing and evaluating social media and email campaigns
- Experience managing in-person and virtual conferences and events, to include programming, promotions, production and post-event follow-up
- Relationship management: Professional and friendly interpersonal skills with experience dealing with a wide variety of internal and external senior stakeholders
- Strong problem-solving skills
- High degree of professionalism and discretion in handling confidential information
- Previous experience in the tourism sector (desirable)

This job description is not intended to be an exhaustive list of duties and responsibilities and may be reviewed from time to time to reflect the needs of AVEA and the skill set of the successful candidate. The role may require some evening and weekend working.

Enquiries in confidence can be made to [cflanagan@avea.ie](mailto:cflanagan@avea.ie).