



The LIVE operation (Llŷn Iveragh Ecomuseums) is a multi-partner venture that will establish an Ecomuseum in western Iveragh, Co. Kerry, and will develop a new pillar for the #Ecoamgueddfa of the Llŷn Peninsula in Wales. LIVE is co-funded by the European Regional Development Fund through the Ireland Wales Cooperation Programme. The focus of the operation is to maximise the potential of local natural heritage as a tourism asset. The operation brings together a diverse team with complementary skill sets and an ambition to enable communities to market their natural and cultural capital to create sustainable tourism products. Among the innovative aspects of the operation is the strategy of tapping into existing and new information resources in the partner universities and communities with a goal of developing and enhancing the quality and impact of ecotourism in the participating coastal communities.

We are looking for a full time Marketing Officer to develop creative and engaging social media and traditional marketing strategies for the tourism networks on the Iveragh and Llŷn peninsulas and to monitor the impact and effectiveness of these strategies against key indicators. The Marketing Officer will be based on the Iveragh peninsula and will liaise closely with members of the project team in both Ireland and Wales. This person will oversee, plan and deliver content across all social media channels using scheduling tools, adapting content for each channel. They will work to form relationships with key influencers and manage and facilitate social media communities by responding to posts and developing discussions. The recruited individual will work collaboratively across teams and organisations to create engaging multimedia content, to develop, launch and manage new campaigns to promote the regions within the LIVE brand and to manage a budget for social media activities. They will work with other members of the team to turn research outputs into marketable materials. Many of these initiatives will be run trilingually in English, Irish and Welsh. There is support within the team to provide Welsh content, and a high standard of Irish would be a distinct advantage.

The Marketing Officer will be responsible for monitoring, tracking and analysing performance on social media platforms using monitoring tools and will recommend improvements to increase performance. As this is a community-led project, the Marketing Officer will also work with community members and external partners to gather baseline data relating to tourism in the relevant regions as well as undertaking audience research and setting targets to increase brand awareness and increase customer engagement. Adhering to data protection regulations in each jurisdiction and to the requirements of the funding agency will be essential throughout all activities.

This position will be based in the Cahersiveen area following the lifting of current restrictions related to Covid-19. It will commence in March 2021. For more information on the Ireland Wales Cooperation Programme, visit [www.irelandwales.eu](http://www.irelandwales.eu).

For more information and to apply for this position please visit the Recruitment section on the UCC website.