



NAME OF POSITION: TOURISM STRATEGY MANAGER, PLANNING, PROPERTY & ECONOMIC DEVELOPMENT - DUBLIN CITY COUNCIL

POSITION No: 68/2025

**CLOSING DATE: MIDNIGHT ON
FRIDAY, 22ND AUGUST 2025**

INFORMATION BOOKLET

DUBLIN CITY COUNCIL INVITES APPLICATIONS, FROM SUITABLY QUALIFIED PERSONS, WHO WISH TO BE CONSIDERED FOR INCLUSION ON A PANEL FROM WHICH VACANCIES FOR TOURISM STRATEGY MANAGER MAY BE FILLED.

Dublin is a major European Union capital city with a vibrant culture and an innovative economy. Dublin City Council is at the heart of shaping the city by providing a diverse, multi-layered and evolving range of services for citizens, businesses, the community and visitors to Dublin. Dublin City Council and its employees provide over 900 services across key functional areas of Housing, Community, Planning, Development, Environmental, Roads and Traffic, Economic, Leisure and Culture Services. For further information on Dublin City Council please log onto www.dublincity.ie

BACKGROUND

Dublin City Council established a tourism team, designed to support DCC in delivering on its tourism potential. The strategic importance of Tourism to Dublin City and objectives to further co-ordinate and support this work was further set out in Dublin City Development Plan 2022-2028 and the Tourism Development Plan 2023 to 2028.

Our Tourism goals are set out below:

- Human: serves a people-centered and community based growth agenda
- Sustainable: is proactive, accountable and measurable toward our climate goals
- Innovative: is future facing, creative, collaborative and digitally advanced.

Our tourism strategy pillars are:

- People
- Places and Spaces
- Culture
- Climate Action and Sustainability
- Innovation
- Data and Insights

Dublin City Council has a requirement for the longer term delivery of our Tourism strategy and ambition through the formation of an in-house Tourism Development team. It will do this through managing the Tourism Steering Committee that will provide support and guidance to the team, and it will shape policy through engagement with the members of the Economic Development and Enterprise Strategic Policy Committee, management in DCC and Fáilte Ireland.

For more information on this please visit :

[Dublin City Council Tourism Strategy 2023-2028](#)

[Dublin City Council Development Plan 2022-2028](#)

[Dublin City Destination and Experience Development Plan](#)

[Dublin City Local Economic and Community Plan 2024-2029](#)

THE JOB

The **Tourism Strategy Manager** role will focus on supporting the development of the city's tourism infrastructure and programming including areas such as capital tourism projects, sustainable and digital tourism, data capture and insights, smart tourism, cultural tourism and visitor experience development and will align with the broader objectives of the Economic Development Strategy team, European policy and projects and will deliver on a number of Development Plan and Corporate Plan objectives. The Tourism Strategy Manager will report to the Head of Tourism and the Head of Economic Development.

THE IDEAL CANDIDATE SHALL HAVE

- An interest in making Dublin a more equitable and sustainable destination for all visitors, local, domestic and national, through innovative projects and partnerships.
- Problem solving and analysis skills, and ability to identify solutions and manage risks.
- Ambition in their approach to defining and achieving goals with ability to seek opportunities and think outside the box across a range of areas.
- Experience and knowledge of tourism strategy development, tourism data analytics, trends and tourism insights reporting.
- Effective and versatile collaboration skills can credibly engage different audiences on the possibilities of tourism strategy development and sustainable tourism projects.
- Relationship building skills, proactive building and maintaining productive relationships and collaborations in both the public and private sector.
- The ability to collaborate laterally across a large organisation.
- Experience in planning, managing, and delivering projects, including managing budgets, resources, and timelines.
- Excellent leadership and communications skills and ability to present information to diverse audiences.
- Skills in drafting written communications to a high level and producing relevant output to a high standard.
- Skills and experience to date which demonstrates a consistent appetite and desire to learn about and implement tourism strategies, sustainability and circular economy.
- Project management skills with an ability to prioritise and manage the demands of a multi-faceted role.
- Experience in tourism development bottom up development models including concepts such as Regenerative Tourism, Sustainable Tourism and Community Tourism.
- Experience or interest in processes and standards such as the Glasgow Declaration on Sustainable Tourism, Global Destinations Sustainability Index the UN Sustainable Development Goals and how they apply to tourism and third party GSTC Destination Sustainability Certification.
- Experience of delivering new concepts and innovations through collaboration.
- An awareness of the Irish tourism and sustainable tourism ecosystem.
- A passion for tourism and a commitment to promoting Dublin as a world-class sustainable tourism destination .
- An understanding of tourism in a public sector/ local government context.

- The ability to identify, develop and deliver new funding opportunities with experience in grant / bid writing, specifically EU funding.
- Ability to write reports to a high standard, including academic abstracts.
- Experience with Microsoft Office suite, CRM systems, and other relevant software.

QUALIFICATIONS

CHARACTER:

Each candidate shall be of good character.

HEALTH:

Candidates shall be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

EDUCATION, EXPERIENCE, ETC.:

Each candidate must, on the latest date for receipt of completed applications:-

- (a) (i) have obtained at least a Grade D (or a Pass), in Higher or Ordinary Level, in five subjects (or four subjects if Irish is included) from the approved list of subjects in the Department of Education Established Leaving Certificate Examination or Leaving Certificate Vocational Programme including Irish and/or English and one of the following : Mathematics, Accounting, Business Organisation or Economics,
- and*
- ii) have obtained at least Grade C (or Honours) in higher level (or Honours) papers in three subjects in that examinations (or two subjects if Irish and/or one of the following in included: Mathematics, Accounting, Business Organisation or Economics)
- or*
- (b) have obtained a comparable standard in an equivalent examination,
- or*
- (c) hold a third level qualification of at least degree standard.

DESIRABLE:

- hold a recognised degree, (at least level 8 in the National Framework of Qualification) in a subject relevant to tourism or project management.
- after attaining the qualification referred to at (a) above, have at least three years relevant satisfactory experience of working in the tourism or technology space.
- any additional relevant technical training associated with technology, tourism or project management.
- Have a satisfactory knowledge of public service organisations and local authority local government.
- Fluency in Irish and other languages.
- Experience in specific areas of tourism, such as smart and sustainable tourism, product development, marketing, or business development.

DUTIES

The duties of the post include, but are not limited to, the following: -

- Support the Head of Tourism in developing and implementing tourism strategies, plans, and initiatives to support the growth and development of the tourism sector in Dublin city and delivering on relevant plans such as DCC Tourism Strategy, Dublin Destination and Experience Development Plan, Corporate Plan and Local and Economic and Community plan objectives;
- Working as a key team member and ensuring the effective delivery and communication of projects and objectives assigned to you;
- Building and maintaining strong relationships with key internal and external stakeholders, including regional and national tourism colleagues, tourism and business representation bodies, government agencies, and broader European stakeholders and local communities;
- Planning, managing, and delivering tourism-related projects assigned to you, including European projects, aligned with broader DCC, national and European Tourism policy that are completed on time, within budget, and to the required standards;
- Engaging with Fáilte Ireland, Tourism Ireland, European partners and Tourism industry representatives at events, workshops, and conferences, and actively participating in networking and collaborative platforms;
- Developing and delivering presentations, reports, and other communication materials to various audiences, including senior management, members of the Strategic Policy Committee stakeholders, and the public;
- Managing budgets associated with projects and initiatives you are assigned, ensuring effective financial controls, reporting and good governance arrangement;
- Deputising for the Head of Tourism as required, and providing operational support to the broader DCC team, including administrative tasks, event management, and other relevant activities.

The particular duties and responsibilities attached to the post may vary from time to time, without changing the general character of the duties or level of responsibilities entailed. The post holder may therefore be required to perform duties appropriate to the post, other than those detailed above, and to take instructions from and report to, an appropriate Officer or such designated Officer as may be assigned from time to time by the City Council.

The duties of the post are to give to the local authority and to

- (a) The local authorities or bodies for which the Chief Executive is Chief Executive, and
- (b) To any other local authority or body with which an agreement has been made by the local authority or by any of the authorities or bodies referred to in sub-paragraph (a) of this paragraph under the general direction and control of the Chief Executive or of such officers as the Chief Executive may from

time to time determine, such appropriate computing, technical, management, administrative, executive, supervisory, advisory and ancillary services as may be required by any local authority or body hereinbefore mentioned in the exercise and performance of any of its powers, functions and duties and to exercise such powers, functions and duties as may be delegated to them by the Chief Executive from time to time including the duty of servicing all committees that may be established by any such local authority or body. The holder of the post will, if required, act for an officer of a higher level.

SELECTION PROCESS

- Posts of **Tourism Strategy Manager** will be filled from this publicly advertised competition. Selection shall be by means of a competition conducted by or on behalf of Dublin City Council.
- Candidates should note that the information provided by them in their application form and assessment questions will form the basis on which eligibility and short listing is conducted.
- Dublin City Council reserves the right to undertake eligibility and / or shortlist candidates in the manner it deems most appropriate.
- A panel may be formed on the basis of interviews. A candidate whose name is on a panel and who satisfies the Council that they possess the qualifications declared for the post and that they are otherwise suitable for appointment may, within the life of the panel, subject to the appropriate Department of Housing, Local Government and Heritage sanction, be appointed as an appropriate vacancy arises.
- The life of the panel shall be for a period of one year from the date of its formation.
- Dublin City Council shall require any person to whom an appointment is offered to take up such appointment within a period of not more than one month and if they fail to take up appointment within such period, or such longer period as the Council in its absolute discretion may determine, the Council shall not appoint them.

SHORTLISTING

Dublin City Council reserves the right to shortlist candidates to proceed to the interview stage of the competition. Shortlisting of candidates will be on the basis of information supplied on the **Application Form, in conjunction with the answers given in the assessment question. It is therefore in your own interest to provide a detailed and accurate account of your qualifications/experience in your application.**

The shortlisting process will provide for the assessment of each applicant's application form against predetermined criteria that reflect the skills and depth of experience considered to be essential for a position at this level.

INTERVIEW

The interview will be competency based and marks will be awarded under the following competencies;

- **Delivering Results**
- **Performance through People**
- **Communicating Effectively**
- **Personal Effectiveness**
- **Understanding Purpose & Change**

Please see page 9 of the Candidate Information Booklet for more details.

SALARY:

The salary scale for the position of **Tourism Strategy Manager** is;

€51,722; €53,266; €54,844; €56,454; €58,076 (Maximum); €59,967 LSI) (after 3 years satisfactory service on the Maximum); €61,865 (2nd LSI) (after 3 years satisfactory service on the 1st LSI).

Entry point to this scale will be determined in accordance with Circulars issued by the Department of Housing, Local Government and Heritage. **In accordance with Departmental Circular letter EL 02/2011, a person who is not a serving public service employee on or after 1st January 2011, will enter the scale for the position at the minimum point.**

Rate of remuneration may be adjusted from time to time in line with Government Policy.

Under the Public Service Stability Agreement 2013, the working hours for newly appointed/promoted staff are **35 hours per week**.

All applicants must refer to the Additional Candidate Information Booklet which can be found at <https://careers.dublincity.ie> for additional relevant information pertaining to the salary scale and the recruitment process.

PARTICULARS OF POSITION

- (a) The post is permanent, whole time and pensionable.
- (b) Dublin City Council reserves the right to, at any time, assign an employee to any Department now or in the future.
- (c) A period of one year's probation applies where a person is permanently appointed to Dublin City Council.

CITIZENSHIP

Candidates must, by the date of application be;

- a) A citizen of the European Economic Area (EEA). The EEA consists of the Member States of the European Union, Iceland, Liechtenstein and Norway, or
- b) A citizen of the United Kingdom (UK), or
- c) A citizen of Switzerland pursuant to the agreement between the EU and Switzerland on the free movement of persons, or
- d) A non-EEA citizen who is a spouse or child of an EEA or UK or Swiss citizen and has a stamp 4 visa, or
- e) A person awarded international protection under the International Protection Act 2015 or any family member entitled to remain in the State as a result of family reunification and has a stamp 4 visa, or
- f) A non-EEA citizen who is a parent of a dependent child who is a citizen of, and resident in, an EEA member state or the UK or Switzerland and has a stamp 4 visa.

Dublin City Council welcomes all nationalities and ethnic backgrounds to join its diverse workforce and we hereby reserve the sole discretion to vary the above requirements from time to time subject to the business needs and staffing requirements

IRISH PROFICIENCY

As part of our ongoing commitment to support the Irish language, our leadership on the Gaeilge365 programme and to comply with the Official Languages (Amendment) Act 2021, we are gathering information on candidates' capacity to speak Irish.

Under this legislation, public bodies are required to ensure that 20% of new recruits are capable of performing their duties through Irish by 2030. While this position is not an Irish language speaking role, we are asking all applicants to indicate their current level of Irish language ability.

This information will be used for workforce planning purposes only and will not form part of the selection process for this competition.

ADDITIONAL RELEVANT INFORMATION FOR APPLICANTS

- The National Vetting Bureau (Children and Vulnerable Persons) Act 2012 to 2016 came into effect on 29th April 2016. The Act places a statutory obligation on Dublin City Council to ensure that 'any work or activity which is carried out by a person, a necessary and regular part of which consists mainly of a person having access to, or contact with children or vulnerable persons, will be the subject of Garda Vetting.
- Subject to the provisions of the Freedom of Information Act 2014, applications will be treated in strict confidence.
- Any attempt by a candidate themselves or by any person(s) acting at the candidate's instigation, directly or indirectly, by means of written communication or otherwise, to canvass or otherwise influence in the candidate's favour, any employee of the City Council or person nominated by the City Council to interview or examine applicants, will automatically disqualify the candidate for the position being sought.
- It is important to remember that this is a competitive process for a role where integrity is paramount. Sharing information on the selection / interview process e.g. through social media or any other means, may result in a candidate being disqualified from the competition.
- Dublin City Council does not allow the unsanctioned use of any type of recording equipment on its premises. This applies to any form of sound recording and any type of still picture or video recording, whether including sound recording or not, and covers any type of device used for these purposes.
- An applicant who is found to be ineligible at any stage of the competition will not be further considered. Provision of inaccurate, untrue or misleading information will lead to disqualification from the competition, withdrawal of employment offer or dismissal.
- A candidate who does not attend for interview when and where required by the City Council, or who does not, when requested, furnish such evidence as the City Council requires in regard to any matter relevant to their candidature, will have no further claim to consideration.
- The City Council will not be responsible for any expenses candidates may incur in connection with their candidature.

- The onus is on the candidate to keep a regular check on their Email Account as email notifications of updates may sometimes be filtered into your Junk/Spam email folders. Dublin City Council accepts no responsibility for communication not accessed or received by an applicant.

APPLICATION PROCESS

All applications must be made through Dublin City Council's official Digital Recruitment Platform. Please be advised that applications should not be submitted until all sections of the form, including the assessment questions are completed.

For any queries please contact: hrqueries@dublincity.ie

CLOSING DATE

Applications must be submitted before Midnight on Friday, 22nd August 2025

**SENIOR EXECUTIVE OFFICER
HUMAN RESOURCES DEPARTMENT**

Dated this _____ 2025

This document is also available in Large Print, High Contrast Print and Braille on request.

INFORMATION SHEET – COMPETENCY FRAMEWORK

A competency framework has been developed for the position of **Tourism Strategy Manager**.

The key competencies for the role are as follows;

Competency	Examples of Behaviours
Delivering Results	<p>Translates the business or team plan into clear priorities and actions for their area of responsibility.</p> <p>Plans work and allocation of staff and other resources effectively.</p> <p>Implements high quality service and customer care standards.</p> <p>Makes decisions in a timely and well informed manner.</p>
Performance through People	<p>Demonstrates a good understanding of the components of the job.</p> <p>Leads and develops the team to achieve corporate objectives.</p> <p>Effectively manages performance.</p> <p>Ability to work in a team to deliver programmes and projects and to work to strict deadlines.</p>
Communicating Effectively	<p>Has effective written and verbal skills.</p> <p>Demonstrates good interpersonal skills.</p> <p>Ability to establish the necessary communication processes to develop team spirit, trust and motivation.</p>
Personal Effectiveness	<p>Takes initiative and is open to taking on new challenges or responsibilities.</p> <p>Manages time and workload effectively.</p> <p>Maintains a positive and constructive and enthusiastic attitude to their role.</p>
Understanding Purpose & Change	<p>Has knowledge and understanding of local authority functions and structures.</p> <p>Understands key challenges facing the local authority sector and Dublin City Council.</p> <p>Understands the responsibilities of a local authority supervisor or employee to uphold high standards of governance, compliance and behaviour.</p> <p>Demonstrates flexibility and openness to change.</p> <p>Understands the role of the Tourism Strategy Manager.</p>