



**GENERAL MANAGER
CLARE TOURISM DEVELOPMENT DAC**

**RECRUITMENT PACK
JULY 2026**

THE ROLE

Clare Tourism Development DAC, a wholly owned subsidiary of Clare County Council, are proud to manage, develop, and promote a diverse portfolio of seven signature visitor attractions across the county – The Cliffs of Moher Experience, Bunratty Castle and Folk Park, Craggaunowen Castle and Crannóg, Knappogue Castle and Gardens, Loop Head Lighthouse, Inis Cealtra and Vandeleur Walled Garden and Visitor Centre. The mission is to deliver exceptional, memorable experiences that showcase the very best of Clare's heritage, culture, and natural beauty.

We are now seeking an experienced, strategic and commercially minded General Manager. In this pivotal role, the General Manager will primarily focus on the successful operational day to day management of The Cliffs of Moher Experience, The Loop Head Lighthouse, and Vandeleur Walled Garden & Visitor Centre; the overall maintenance and upkeep of visitor facilities, progression of long-term plans, integration of shared services and any other services or products provided e.g. Burren and Cliffs Explorer Shuttle, Cliffs of Moher Cliff Walk.

The General Manager will report to the Chief Operating Officer and be a member of the Senior Management team. They will develop positive working relationships with key stakeholders – both internal and external – as well as working closely with new and growing businesses. As such, managing change will be a key element of this role.

AREAS OF FOCUS

Visitor Experience Excellence: Deliver an exceptional, safe, and memorable visitor experience by maintaining high service standards, enhancing visitor engagement, and continuously improving facilities, attractions, and customer satisfaction.

Commercial and Financial Performance: Drive sustainable revenue growth and profitability through effective budget management, maximising commercial opportunities, increasing visitor numbers, and optimising secondary spend across all business areas.

Health, Safety and Compliance: Ensure the highest standards of health, safety, governance, and regulatory compliance, fostering a culture of accountability and maintaining a safe environment for visitors, staff, and stakeholders.

Leadership and People Development: Lead, inspire, and develop a high-performing team by promoting a positive organisational culture, enhancing employee engagement, and building capability through effective performance management and succession planning.

Strategic Growth and Sustainability: Develop and deliver the long-term vision for the attractions by identifying growth opportunities, strengthening stakeholder relationships, supporting sustainable tourism practices, and ensuring the attraction's continued relevance and success.

KEY RESPONSIBILITIES

Strategy

- Develop and deliver the attractions' strategic plans, aligned with organisational objectives, market trends, and visitor needs.
- Develop strong working relationships with key internal and external stakeholders.
- Identify growth, diversification, and innovation opportunities to increase visitor numbers, and revenue and continuous improvement.
- Develop business cases and proposals for capital investment and improvement projects.
- Identify and manage strategic risks and opportunities to support organisational resilience.
- Drive long term planning, continuous engagement and improvement across the attractions, supporting innovation and sustainability.

Operational

- Lead the day-to-day operation of the attractions ensuring an efficient, customer-focused operating model delivering exceptional, safe and memorable experiences.
- Ensure facilities, attractions, and assets are maintained and operated efficiently.
- Manage operational planning, resources, and staffing to meet visitor demand and business objectives.
- Monitor and improve operational performance, processes, and service quality and establish and monitor KPIs to measure progress against strategic objectives.
- Ensure full compliance with all compliance and regulatory matters pertinent to tourism sites, including EU procurement, health and safety, employment law and governance standards.
- Support the effective delivery of events, commercial activities, and visitor services.
- Foster a culture of continuous improvement, accountability, and operational excellence.

Product Development

- Lead the development of new visitor experiences, attractions, events, and products to enhance the overall visitor experience and support sustainable growth.
- Undertake market and customer research to identify opportunities to enhance visitor engagement, product development, satisfaction, and revenue.
- Develop business cases and oversee the implementation of new initiatives and enhancement projects based on approved business plans and budgets.
- Engage in digital transformation for organisational efficiency.
- Deliver on specific projects that may be assigned and make yourself available for outreach projects to help support and guide through the auspices of Clare County Council.

Resource Management

- Build, lead and motivate a high-performing and flexible workforce with clear objectives, strong communication, staff development and performance management to support operational and strategic objectives.
- Oversee budgets, workforce planning, and resource allocation to ensure efficiency and value for money.

- Maximise the effective use of facilities, assets, and equipment to support service delivery and visitor experience.
- Monitor resource performance and identify opportunities to improve productivity and control costs.
- Engage in workforce planning to ensure optimal performance of the business across the year.
- Manage tenants, suppliers, procurement, and asset maintenance ensuring contract compliance and organisational requirements.

Sales and Marketing

- Build and maintain strong relationships with stakeholders, partners, and local/national tourism bodies.
- In collaboration with the sales and marketing team, develop and implement sales and marketing strategies to increase visitor numbers, revenue, and brand awareness.
- Identify new market opportunities, customer segments, and revenue streams.
- Drive admissions, memberships, events, group bookings, and secondary spend performance.
- Oversee marketing campaigns, digital presence, PR, and promotional activities.
- Monitor market trends, visitor insights, and campaign performance to inform decision-making.
- Establish and track sales and marketing KPIs to achieve business objectives.
- Support a customer-focused approach that enhances visitor engagement, loyalty, and reputation.

Finance

- Lead the financial management of the attraction(s), ensuring sustainable growth and profitability.
- Develop and manage annual budgets, forecasts, and financial plans for each site, aligned with organisational objectives.
- Monitor financial performance and implement actions to maximise revenue, control costs, ensuring commercial sustainability.
- Prepare and contribute to strategic planning and provide regular reports to the Chief Operating Officer, Clare County Council, and the Board to support decision-making.
- Manage and deliver capital investment projects on time and within budget.
- Manage operating costs based on efficient flexible work practices.

In addition to the above, any other duties deemed necessary for the role and as directed by the Chief Operating Officer or the Board.

The above is intended as a guide to the general range of duties and is intended to be neither definitive nor restrictive and is subject to review.

THE PERSON

Essential Criteria

- Minimum NFQ Level 8 qualification in Business, Management, Tourism, Hospitality, or a related discipline, or equivalent relevant experience.
- Significant senior management experience in a visitor attraction, tourism, hospitality, leisure, heritage, cultural, or other customer-focused environment.
- Proven track record of leading and developing high-performing teams, managing complex operations, and delivering strategic, operational, and commercial objectives.
- Strong commercial and financial acumen, with experience in revenue generation, business development, budgeting, forecasting, and resource management.
- Experience delivering exceptional customer and visitor experiences while maintaining high standards of operational performance, health and safety, and regulatory compliance.
- Strong strategic planning, analytical, problem-solving, and decision-making skills, with the ability to identify opportunities, drive innovation, and lead change.
- Experience building and maintaining effective relationships with stakeholders, including tourism agencies, public bodies, industry partners, boards, and local communities.
- Knowledge of tourism trends, destination marketing, the visitor economy, and sustainable tourism practices.
- Excellent communication, presentation, negotiation, and influencing skills, with the ability to work collaboratively across all levels.
- Highly organised, results-driven, and customer-focused, with the ability to manage competing priorities and perform effectively under pressure.
- Proficient in Microsoft Office applications, particularly Excel, Word, and PowerPoint.
- Full clean Class B driving licence, access to a vehicle, and willingness to travel nationally and occasionally internationally.

Desirable Criteria

- Membership of a relevant professional body.

KEY INFORMATION

Contractual basis: Permanent

Hours of work: 40 hours per week, typically worked over five days from a seven-day operational week, in line with business requirements.
Due to the nature of the role, flexibility is required, including evening, weekend, and public holiday work to support operational and business needs.

Location: Your base will be The Cliffs of Moher Experience. However, flexibility is required as the postholder will be required to work from other locations, attend off-site meetings, and travel nationally and/or internationally as required to fulfil the duties of the position.

- Remit:** The primary focus of this role initially is the 3 sites in the West of County Clare – those being The Cliffs of Moher Experience, The Loop Head Lighthouse, and Vandeleur Walled Garden & Visitor Centre. However, as CTD DAC currently manages 7 sites and as the portfolio extends, the responsibility for other sites may be included. If additional sites fall under the remit of this role, there will be no recourse to additional remuneration.
- Salary:** Current salary scale €82,595 per annum.
The successful candidate will be appointed on the first point of the scale.
- Annual Leave:** 30 days
- Probation:** 6 months
- Pension:** Please note that employees are auto enrolled into MyFutureFund, the Government's pension auto-enrolment scheme, upon commencement. After six month's service employees can join the Company Scheme with 6% employee / 6% employer contributions, increasing with length of service.

Application Process

If you are interested in applying for this position, please submit a CV and covering letter outlining why you believe your skills, experience and values meet the requirements of the position to careers@claretourismdev.ie (please cite ref: GM-COME001 in your submission).

If you have any special requirements throughout the recruitment process, for example, if you have a visual impairment or are neuro-divergent, we are happy to accommodate your needs where possible, please reach out to us via careers@claretourismdev.ie to request support.

Appointment to this role is subject to having the right to work and live in the Republic of Ireland.

Clare Tourism Development DAC is an equal opportunities employer and welcomes suitably qualified applicants from all sections of society.

Closing Date: Friday 21 August 2026 at 5.00 pm.

Interview Dates to be advised when shortlisting is complete.

Shortlisting

Candidates will initially be assessed against the essential requirements of the role based on the information provided in their application and CV.

Meeting the minimum eligibility criteria does not guarantee an invitation to interview. Should the volume of applications received make it impractical to interview all eligible candidates, Clare Tourism Development DAC reserves the right to apply a shortlisting process.

Shortlisting will be based on an assessment of the applications submitted, with candidates demonstrating the qualifications, skills, knowledge, and experience most closely aligned to the requirements of the position being invited to interview. The application of a shortlisting process does not imply that other candidates are unsuitable for the role; rather, it reflects a competitive selection process in which some applicants more closely match the criteria for the position.

Competency-based Interview

Selection will be by means of an in-person, competency-based, panel interview.

Interview Assessment

Candidates will be assessed at interview under the following competencies. The candidates at the interview will be questioned on at least some of the indicators listed below under each competency.

Strategic leadership skills (100 marks)

- Demonstrates strategic thinking and the ability to develop and deliver long-term plans aligned with organisational objectives.
- Evidence of driving organisational growth, innovation, and commercial development.
- Ability to analyse internal and external factors, including market trends and visitor needs, to inform decision-making.
- Demonstrates resilience, adaptability, and sound judgement in managing change and addressing challenges.
- Shows clear leadership vision and the ability to translate strategy into operational delivery.

Work related knowledge and skills (200 marks)

- Significant senior management experience in a visitor attraction, tourism, hospitality, leisure, heritage, cultural, or similar customer-focused environment.
- Knowledge of tourism trends, destination marketing, visitor experience, and sustainable tourism practices.
- Demonstrated experience in strategic planning, operational management, product development, and business growth.
- Strong commercial and financial acumen, including budgeting, forecasting, resource management, and revenue generation.
- Sound knowledge of health and safety, risk management, governance, and regulatory compliance.
- Experience developing partnerships and working effectively with stakeholders, public bodies, boards, and industry organisations.

Delivering results – delivering quality outcomes and ensuring compliance (100 marks)

- Demonstrates a track record of achieving strategic, operational, and financial objectives.
- Effectively plans, prioritises, and manages resources to deliver organisational goals.
- Promotes continuous improvement, innovation, and high standards of service delivery.
- Establishes and monitors performance measures to ensure quality outcomes and customer satisfaction.
- Makes timely, informed decisions and takes accountability for results.

Performance Through People – communicating effectively (100 marks)

- Demonstrates strong leadership, people management, and team development skills.
- Creates a positive, inclusive, and high-performing work environment.
- Effectively manages performance and develops individual and team capability.
- Communicates clearly and professionally with a wide range of stakeholders.
- Empowers staff, fosters collaboration, and supports organisational change and improvement

Problem Solving and Decision Making (100 marks)

- Analyses complex information and identifies practical solutions to operational, commercial, and strategic challenges.
- Demonstrates sound judgement and evidence-based decision-making.
- Considers financial, operational, reputational, and stakeholder implications when making decisions.
- Balances competing priorities and manages risk effectively.
- Uses initiative, experience, and critical thinking to deliver positive outcomes.

Personal Effectiveness – personal motivation and initiative (100 marks)

- Demonstrates a proactive, customer-focused, and results-driven approach.
- Shows initiative, accountability, and commitment to achieving objectives.
- Remains effective under pressure and manages competing priorities successfully.
- Demonstrates strong organisational skills, attention to detail, and effective time management.
- Displays enthusiasm, professionalism, integrity, and commitment to continuous improvement.
- Demonstrates experience managing budgets, resources, and organisational performance.

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