



## Role Profile – CIÉ Tours Managing Director

### CORAS IOMPAIR ÉIREANN

Córas Iompair Éireann (CIÉ) is one of Ireland's largest organisations, forming an integral and vital part of the country's social and economic infrastructure. The Group is engaged in a wide range of transportation activities including railway passenger and freight services, rural, provincial and city bus services, as well as being the operator of a ferry port and tour business. CIÉ is a statutory body set up under the Transport Act 1950.

Further details are available at: <https://www.cie.ie/en-ie/>

### CIÉ TOURS

For more than 90 years CIÉ Tours has provided travellers with the highest quality vacation experiences to Ireland, Great Britain, Italy and Iceland. With offices in New Jersey and Dublin, CIÉ Tours enjoys an excellent reputation among its customers and consistently earns a 95% overall guest satisfaction rating. Our employees are our most important resource and employees rate the organisation highly as well, with CIÉ Tours' US office being ranked as one of New Jersey's "Best Places to Work" and the Dublin office achieving Failte Ireland's "Great Place to Work" accreditation.

The company's sustainability plan aligns to the United Nations Sustainable Development Goals framework and includes a guiding Responsible Tourism Policy, reflecting the significant opportunity CIÉ Tours, the largest Irish-owned travel company in North America, has to positively impact the environment, tourism industry and economy of Ireland.

Key metrics include:

- 125 staff and growing (approx. two thirds in USA)
- >35,000 annual customers
- \$140m annual turnover
- Part of €1.6Bn annual turnover Group

Further details are available at: <https://www.cietours.com/>



## MANAGING DIRECTOR ROLE PROFILE

The MD of CIÉ Tours will provide strategic and operational leadership for CIÉ Tours and ensure the continued relevance, quality, and appeal of the organisation's offerings to leisure travellers and industry partners. This is an exceptional role for a deeply curious leader passionate about inspiring talent, leisure travellers, and partners across cultures, especially the U.S, and Ireland. The MD will work closely with the Board of Directors, the CIÉ Group CEO, the Executive Management and will actively engage teams across CIÉ Tours and CIÉ Group, fostering employee alignment in support of corporate strategy, innovation, and sustainable business growth, to bring CIÉ Tours to its 100<sup>th</sup> anniversary in great shape.

## CANDIDATE ATTRIBUTES

The successful candidate will possess a deep knowledge of tourism in Ireland and will have demonstrated a successful track record of managing geographically distributed teams. They will have general management experience, including P&L responsibility. They will exhibit outstanding communication skills, including the proven ability to communicate effectively with stakeholders (colleagues, board, media, industry partners, clients) across cultures, including the U.S. The successful candidate will be deeply curious about consumer behaviour and identify creative ways to align leisure travel products to developing trends and will appreciate the role of technology in improving efficiency and impact in marketing and visitor experience.

## RESPONSIBILITIES:

- Is a thought partner, providing strategic leadership and management, working with the Board, to ensure that the core values of the company are put into practice and leading the development of the company's strategy and mission
- Establishes policies that promote the company vision and improve its culture
- Drives the company to achieve and surpass sales, profitability, cash flow, business goals, and objectives
- Spearheads the development, communication and implementation of effective growth strategies and processes and areas for improvement, with particular focus on the role of A.I..
- Is a champion of change and innovation into every level of the organization, working closely with the Board, Group CEO, and executive management team to align staff, functions and stakeholders in support of the successful implementation of the company strategy and growth goals
- Creates an effective working relationship with the Group CEO with continual updates on significant Company events and developments.
- Collaborates with the executive management team to develop and implement plans to support the operational infrastructure of systems, processes and personnel designed to accommodate the growth objectives of the company

- Motivates, leads, manages and nurtures a high-performance management team, attracts, recruits and retains required members of the executive team; provides mentoring as a cornerstone to the management career development program.
- General management and oversight of the Dublin and NJ offices' day to day operations
- Ensures that business operations related to service delivery, operating processes, and cross-functional activities are reviewed and improved
- Supports prioritization of projects and business activities, in collaboration with the Board, Group CEO and executive team, with goal of assigning resources to the most productive uses with the intention of creating maximum financial value for the company and Group.
- Drive operational performance measures and KPI tracking systems/dashboards for operations and cross-functional company activities, reflecting a consideration of efficiency versus effectiveness, investment versus ROI, and profitability
- Acts as a 'client care officer' when in direct contact with clients and partners
- Represents the firm with clients, press and suppliers.
- The MD's role involves active involvement in Board meetings, and overall coordination of all Company activities.
- Managing spend to ensure it remains within the agreed budget.
- Leading sustainability initiatives, aligned to the [Group's Sustainability Strategy](#)

### COMPETENCIES:

- Strategic thinking
- Business acumen & results driven
- Leadership & collaboration skills
- Stakeholder and Relationship Management
- Financial management
- Problem solving/analysis
- Knowledge of primary operation markets (Ireland and Scotland) & knowledge of primary customer market (USA)
- Ability to address large groups with confidence and to represent the Company at press interviews, meetings with politicians and board members.

### QUALIFICATIONS AND EXPERIENCE

- MBA (or equivalent) and/or Degree in Business Administration, finance or related field
- 10 years in various management/leadership roles, ideally with experience working in the travel, tourism, logistics or transport industries
- Prior significant P&L responsibility
- Prior experience leading an organisation of 50+ people



## WORK RELATIONSHIPS

- Reports to CIÉ Group CEO
- CIÉ Tours Board of Directors
- Executive Management Team
- CIÉ Tours staff
- CIÉ Group
- Department of Transport
- Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media
- Tourism bodies

## ADDITIONAL INFORMATION

This position requires up to 50% travel. Frequent travel outside local area, international and overnight.

CIÉ Tours is an equal opportunities employer dedicated to hiring a diverse workforce.

## TO APPLY

If you are interested in the role, please email a CV and supporting letter to:

[cietoursmd@cie.ie](mailto:cietoursmd@cie.ie)

**Closing date for applications is January 14<sup>th</sup> 2024**