



**Appointment as Chairperson to the Board of Fáilte Ireland**

**Closing Date: 15:00 on Wednesday 1<sup>st</sup> September 2021**

**State Boards Division  
Public Appointments Service  
Chapter House, 26 – 30 Abbey Street Upper, Dublin 1**

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stateboards.ie operates under the auspices of the Public Appointments Service and is committed to a policy of equal opportunity.

The Public Appointments Service (PAS), established under statute in 2004, provides an independent shared service in recruitment, assessment and selection to organisations across the Civil and Public Services. On 30 September 2014, the Government decided that the PAS should also be given responsibility for putting in place an open, accessible, rigorous and transparent system to support Ministers in making appointments to State Boards. Our dedicated website, [www.stateboards.ie](http://www.stateboards.ie), is the channel through which the PAS advertises vacancies on State Boards. It is also the means through which accomplished, experienced and qualified people, including people who might not previously have been identified as available for appointment, can then apply to be considered for particular vacancies.

## Membership of State Boards

High standards of corporate governance in all State Agencies, whether in the commercial or non-commercial sphere, are critical to ensuring a positive contribution to the State's overall social and economic development.

Members of State Boards are appointed to act on behalf of the citizen to oversee the running of the affairs of state bodies. State bodies must serve the interests of the taxpayer, pursue value for money in their endeavours (including managing risk appropriately), and act transparently as public entities. Members of State Boards, and the relevant management team, are accountable for the proper management of the organisation.

Board members should act on a fully informed basis, in good faith, with due diligence and care, and in the best interest of the State body, subject to the objectives set by Government. In that regard and in accordance with 13.2 of the Guidelines on Appointments to State Boards, "it is advisable that no member of a State Board should serve more than two full terms of appointment or should hold appointments to more than two State Boards."

The [Code of Practice for the Governance of State Bodies 2016](#) (the Code) provides a framework for the application of best practice in corporate governance by both commercial and non-commercial State bodies.

In order to be an effective contributor on a State Board it is recommended that members should:

- bring independent and objective scrutiny to the oversight of the organisation;
- be prepared to be challenging when necessary while being supportive to the delivery of organisational strategy and objectives;
- be equipped to offer considered advice on the basis of sound judgement and experience;
- be prepared to make a time commitment to their work commensurate with their role.

## Appointment as Chairperson to the Board of Fáilte Ireland.

**Location:** The majority of meetings are held in Dublin, twice a year meetings are held outside Dublin.  
Due to COVID-19 all meetings are now being held remotely

**Number of Vacancies:** 1

**Remuneration:** €20,520. (It should be noted that in line with the 'One Person One Salary' principle, no public servant will be entitled to receive remuneration in the form of board fees, save for situations that are statutorily provided for e.g. Worker Directors). Travel and subsistence is payable at appropriate Civil Service rates.

**Time Requirements:** Generally 5 meeting per year, meetings can be between 2 to 7 hours long depending on the Agenda. Due to COVID-19 and the impact on the tourism industry the meetings have been more frequent. They are currently monthly. Candidates need to be available for regular meetings during COVID-19. Minimum time commitment is:

**Overall time commitment – 20 days per year**

5 days for Authority meetings

5 X 1 hour pre meetings preparation meetings

5 X 3 hour pre-read of Authority meeting documentation. During COVID-19 this could be increased to a maximum of 12 meetings a year with the associated time commitments re pre reads and preparation.

The Chairperson may be required to sit on a subcommittee which involves 5 meetings plus pre reads

The Chairperson is also required to be available for

- an annual meeting with the Minister and the Dept.
- Attendance at relevant Fáilte Ireland events

Candidates' attention is also drawn to the provisions of the Code in relation to Audit and Risk Committee membership which can be found [here](#).

### 1. Background

Fáilte Ireland, the National Tourism Development Authority, was established on 28 May 2003 under the National Tourism Development Authority (NTDA) Act 2003 [The Act]. It is a body corporate with perpetual succession and operates in accordance with the powers conferred on it under the Tourist Traffic Acts 1939 to 2016.

Fáilte Ireland is also a designated prescribed body in planning legislation.

The Minister with responsibility for the legislation is the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media. Fáilte Ireland receives it's Oireachtas funding from the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media.

Members of the Authority are appointed by the Minister in line with the relevant legislative provisions.

## Operating Environment

Fáilte Ireland as the National Tourism Development Authority is a non-commercial State body responsible for encouraging, promoting and supporting tourism development as a leading indigenous component of the Irish economy.

In setting its Statements of Strategy and discharging its functions and responsibilities, Fáilte Ireland must comply with the national tourism policy.

The existing national tourism policy dates from 2015 but its implementation has been overshadowed by the need to respond to the COVID-19 pandemic. It is anticipated that work to develop a new national tourism policy will commence later this year and that this policy will put sustainability – environmental, social and economic – at the heart of tourism development in Ireland. In advance of the policy, the Sustainable Tourism Working Group set up under the outgoing tourism policy will identify a suite of interim actions to promote sustainable tourism practices.

## Purpose and responsibilities of Fáilte Ireland

The functions of the Authority are set out in Section 8 of the NTDA Act 2003. Section 8(1) states that the general functions of the Authority are to:

- a. encourage, promote and support (either inside or outside the State)—
  - i. the development of tourist traffic within and to the State,
  - ii. the development and marketing of tourist facilities and services in the State,
- b. encourage, promote and support the recruitment, training, and education and development, of persons for the purposes of employment in connection with the tourism industry in the State,
- c. establish and maintain registers of hotels, guesthouses, holiday camps, holiday hostels, caravan sites, camping sites, approved holiday cottages, holiday apartments, motor hotels and youth hostels,
- d. promote and engage in research and planning in relation to any matter specified in paragraph (a), (b) or (c), either alone or in cooperation with other persons, and
- e. support such enterprises and projects relating to:
  - i. the development of tourist traffic within or to the State, and
  - ii. the development and marketing of tourist facilities and services in the State, as it considers appropriate.

The legislation governing Fáilte Ireland facilitates the provision of a wide range of activities to and for the tourism sector. It does this through:

- Supporting sustainable employment and balanced regional development
- Development of a world class industry - tailored operational support services to the industry from strategic research, product innovation, business process improvement; learning and standards;
- Supporting the development of visitor friendly infrastructure & communities
- Sales and Marketing to tourists on the island of Ireland
- Working with Tourism Ireland on marketing and sales to overseas tourists
- Developing high quality visitor experiences, attractions, activities and
- Working with partners to attract international tourism business and events to Ireland

with the overall objective of supporting tourism growth. Fáilte Ireland's activities support the Government's vision for tourism, which is to create an Ireland that has a vibrant, attractive tourism sector that makes a significant contribution to employment across the country.

Fáilte Ireland works in collaboration with Tourism Ireland and, where appropriate, Tourism Northern Ireland to attract overseas visitors to the Island of Ireland. Tourism Ireland is a North-South body with responsibility for promoting the island of Ireland as a tourist destination in overseas markets.

Section 9 of the Act allows the Minister, with the consent of the Minister for PER, to confer any additional functions as he/she thinks fit, subject to any such conditions detailed. These additional functions may be amended or revoked by order.

In accordance with Section 13(1) of the National Tourism Development Authority Act 2003, in performing its functions, Fáilte Ireland shall comply with any general policy directives which may from time to time be given to it by the Department or the Minister.

### Programme of work in 2021

All the work of the Authority and the Executive in 2021 is focused on the impact of COVID19 on the Tourism sector and developing programmes and supports for industry. Within this context the Authority are focused on

1. Monitoring the execution of the revised 2021 Business Plan
2. Providing Strategic Direction in the development of a New Corporate Strategy 2021 – 2023
3. Supporting the development of programmes and plans to support Industry going forward.

A key principle of Fáilte Ireland's overall Strategy is sustainable Tourism Development through the VICE model (Visitor, Industry, Community, Environment). This ensures that all its tourism initiatives are planned, developed and managed in a sustainable and integrated manner. The main objective of this is to protect, enhance and promote both our natural and built heritage for the common benefits for visitor, industry, community and the environment.

## **2. Functions of the Board**

Candidate's attention is drawn to the general details of the role of the Board as set out at on page 20 of the Code which can be found here.

Each State body should be headed by an effective Board which is collectively responsible for the long-term sustainability of the body. Authority members should bring an independent judgement to bear on issues of strategy, performance, resources, key appointments, and standards of conduct.

Fáilte Ireland operates in accordance with the powers conferred on it under the Tourist Traffic Acts 1939 to 2016 and with the provisions of the NDTA Act 2003. The Authority operates to best practice corporate governance principles in line with the guidelines set out in the Revised Code of Practice for the Governance of State Bodies (2016) and in accordance with the Ethics in Public Office Acts, 1995 and 2001.

Fáilte Ireland is collectively responsible for promoting the success of Fáilte Ireland by leading and directing the agency's activities. It provides strategic guidance to Fáilte Ireland and monitors the activities and effectiveness of management. Authority

Members should act on a fully informed basis, in good faith, with due diligence and care, and in the best interests of Fáilte Ireland, subject to the objectives set by Government.

In accordance with Section 23 of the NDTA Act 2003, which provides for the establishment of committees, there are currently four sub-committees of the Authority (Festivals, Events and

Industry Engagement; Audit, Risk and Registrations; Investment; and Remuneration) and it is expected that each new Authority member will participate in at least one of these.

In accordance with the functions of Fáilte Ireland, Directors are expected to assist in setting the strategic direction and vision for the work of Fáilte Ireland.

Section 14(1) of the Act provides for a Chairperson and 12 ordinary members.

The current membership of the Board is as follows: -

<b>Name</b>	<b>First Appointed</b>	<b>Reappointed</b>	<b>Expiry Date</b>	<b>Position type</b>	<b>Basis of appointment</b>
Alice Manseragh	04/07/2018		27/05/2022	Board Member	PAS Process
Claire Duignan	04/07/2018		27/05/2022	Board Member	PAS Process
Des O'Dowd	04/07/2018		27/05/2022	Board Member	PAS Process
Joseph Dolan	03/10/2019		27/05/2023	Board Member	PAS Process
Margaret Ward	04/07/2018		27/05/2022	Board Member	PAS Process
Paul Carty	04/07/2017	28/05/2019	27/05/2023	Board Member	Re-appointment
Seán Boland	04/07/2017	28/05/2019	27/05/2023	Board Member	Re-appointment
Stephen Dowling	03/10/2019		27/05/2023	Board Member	PAS Process
Tim Husbands	04/07/2018		27/05/2021	Board Member	PAS Process
Tom Coughlan	04/07/2018		27/05/2021	Board Member	PAS Process

### **3. Person Specification**

The Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media invites applications from suitably qualified candidates to fill the position of Chairperson of the Board of Fáilte Ireland.

Candidate's attention is drawn to the general details of the role of Chairperson as set out on page 19 of the Code which can be found [here](#). The Principle states:-

- The Chairperson is responsible for leadership of the Board and ensuring its effectiveness on all aspects of its role.
- The Chairperson should display high standards of integrity and probity and set expectations regarding culture, values, and behaviours for the State body and for the tone of discussions at Board level.

#### **Essential**

- Given the challenges facing the Tourism sector because of COVID-19, candidates must demonstrate in their application evidence of extensive experience, with a significant portion of this experience as a Tourism Industry practitioner and a deep understanding and knowledge of the tourism sector in Ireland

- Demonstrable executive experience at senior level in a complex commercial organisation of similar scale and annual budget to that of Fáilte Ireland
- Previous Chairperson/leadership experience at Board level including governance and compliance best practice.

### **Desirable**

- Experience of short, medium and long term Strategy Development
- Experience of utilising their network of Tourism and related contacts to achieve organisational objectives
- An understanding of the operation of Public bodies and structures
- Relevant experience of risk management
- Knowledge of sustainable development/climate actions practice and principals
- Knowledge of the Irish language.
- Experience of matters relating to Diversity, Equality and Inclusion (EDI), such as advocating for greater diversity and inclusion, or the delivery of programmes and/or projects, with participation of, for example, multicultural, minority and disadvantaged groups in mind

In order to qualify for appointment a person must not have any legal impediment or conflicts of interest likely to interfere with his/her ability to assume the role Chairperson of the Board. Please give careful consideration to the possibility of any potential conflict of interest that may exist and address this in your cover letter. The Assessment Panel may decide, based on the perceived level of conflict, not to forward your name for consideration.

The Minister shall have regard to the desirability for gender balance, diversity and inclusion on the Board as the Minister considers appropriate and determines from time to time when making appointments, in line with the updated Code.

While the organisation operates in fully compliance with the Ethics in Public office regulations, in order to ensure the efficient and effective operation of the Authority, the Chairperson must be able to engage fully in all items on the Agenda of the Authority meetings.

It is also therefore important that candidates are not currently operating a Tourism business or organisation which could be eligible for or are receiving support from Fáilte Ireland or Government (through Revenue etc) due to the COVID-19 pandemic.

### **4. Term of Appointment**

Under Section 14 of the NDTA Act 2003, subject to the following conditions, appointments to the Authority will be for an initial period not exceeding 5 years, as the Minister may determine, and Authority members are eligible for reappointment to a second term of office.

- The membership of any member of the Authority may be terminated by the Minister at any time, on the basis of reasons to be stated by the Minister.
- A member of the Authority may resign his or her membership of the Authority by notice in writing sent or given to the Minister, and the resignation shall take effect on the day on which the Minister receives the notice.
- Members of the Authority shall, subject to the provisions of the NDTA Act 2003, hold office upon such terms and conditions as the Minister may, with the consent of the Minister for Public Expenditure and Reform, from time to time determine.
- A member of the Authority shall cease to be qualified for office and shall cease to hold office if he or she is adjudicated bankrupt, makes a composition or

arrangement with creditors, is convicted of any indictable offence in relation to a company, is convicted of an offence involving fraud or dishonesty, whether in connection with a company or not, is the subject of an order under section 160 of the Companies Act, or is sentenced to a term of imprisonment by a court of competent jurisdiction.

- An Authority member shall cease to be a member of the Authority if he or she is nominated as a member of Seanad Éireann, is elected as a member of either House of the Oireachtas or as a representative in the European Parliament or is elected to the European Parliament.



## 5. Submitting your Application

Before submitting your application, please review the self-assessment questionnaire which can be found [here](#). This questionnaire is designed to help you in considering whether to submit an application - you are not required to submit the questionnaire as part of the application process.

Having considered the general suitability criteria for membership of a State Board, you should consider carefully how your background and experience fits with the specific appointment criteria set out in the Person Specification section in this booklet.

Your submission should be made via the following link [www.stateboards.ie](http://www.stateboards.ie) together with your **Curriculum Vitae** and a **cover letter** (see Appendix 1 of this booklet for help with the online process).

### IMPORTANT NOTE

Please take care when submitting your expression of interest. As the Assessment Panel will generally make its recommendation(s) based on consideration of the documentation which you submit, it is most important that you do the following:

1. *Ensure your Cover Letter (and supporting CV) clearly specifies how your particular background and experience meets the requirements of the Authority position(s) specified in this booklet, and*
2. *That you fully answer any supplementary questions which are presented to you as part of our online application process.*

This will help ensure that the Assessment Panel is as informed as possible as to the basis for your candidature and why you believe you are a person who could potentially be appointed to this State Board. **Please only include information that is directly relevant to the particular role for which you are applying.**

If you have any questions regarding the application process please email [info@stateboards.ie](mailto:info@stateboards.ie).

## 6. Assessment Process

An Assessment Panel (the "Panel") will be convened by PAS to consider and assess the applications received by PAS. The Panel will:

- review and discuss the expressions of interest received against the specific appointment criteria for the role, as advertised in this Information Booklet;
- assess potential candidates further once they meet the specified appointment criteria by undertaking any or all of the following steps:
  - Consideration of the written applications; and/or
  - Meeting/conference call; and/or
  - Referee checks; and/or
  - Any other selection or verification method deemed appropriate (this may include PAS requiring statutory declarations from shortlisted applicants as to the bona fides of the qualifications and experience contained in their applications).
- arrive at a shortlist of the most suitably qualified candidates (based on the information provided by the candidate) to be sent forward for consideration by the Minister.

Please note that the Public Appointments Service will not be responsible for any expenses incurred by candidates as part of our selection process.

## **7. Confidentiality**

Subject to the provisions of the Freedom of Information Acts, 2014, applications will be treated in strict confidence. All enquires, applications and all aspects of the proceedings are treated as strictly confidential and are not disclosed to anyone, outside those directly involved in that aspect of the process.

Certain items of information, not specific to any individual, are extracted from computer records for general statistical purposes.

## **8. Data Protection**

The Data Protection Act 2018 provides that the processing of personal data shall be lawful where such processing is necessary for the performance of a statutory function of a controller. PAS is mandated by statute under the Public Service Management (Recruitment and Appointments) Act, 2004 to act as the centralised assessment and selection body for the civil service and to carry out all the procedures necessary to undertake the recruitment, assessment and selection of suitable candidates for appointment. By submitting your personal data (including your name, address, contact details and details of your education and work history contained in your curriculum vitae and cover letter) via publicjobs.ie, you acknowledge that such data may be used by the Public Appointments Service and disclosed to and used by client departments, in connection with its statutory roles to assist and advise relevant Ministers in relation to appointments to the boards of State bodies. The information contained in your publicjobs profile is yours to manage, amend, update or delete as appropriate. For more detailed information on our Data Protection Policy, please see our [Code of Practice for the Protection of Personal Data in the Public Appointments Service](#).

If your application is assessed and you are considered to be suitable for appointment your c.v. and cover letter (and any additional supplementary information requested as part of the application process), will be forwarded to the State Board Liaison Officer in the relevant Department. Once it obtains your personal data, the Department will act as data controller of such data and will retain it for up to one year following the appointment/s. Unless you request the withdrawal of your application such data may be used in considering your suitability for other similar vacancies/roles that arise for a period of up to one year for this Board.

## APPENDIX 1

### Submitting your application:

In order to submit your application, you should take the following steps:

1. Go to [www.stateboards.ie](http://www.stateboards.ie).
2. On the bar at the top of the page click on "Available Appointments".
3. This brings you to a page with all our advertised vacancies. Select whichever position you would like to apply for (you are welcome to apply for more than one position if you wish).
4. On the relevant page please click on the "apply for position" button at the bottom of the page
5. This will bring you to a page on [www.publicjobs.ie](http://www.publicjobs.ie) and, if you already have a publicjobs.ie account, will prompt you for your username and password. If you do not have an account you will be asked to create one.
6. Once you input your details you will be brought to a page where there is a prompt in the middle of the page which says "apply here". Click on the link to the online application form beside it.
7. A form will appear on your screen, some of the text boxes will be populated with information from your publicjobs.ie profile (Name, address etc.). You will need to complete the rest of the fields and enter your name and the date at the bottom of the form. Click on "continue".
8. You will then be brought to a screen where you should upload your CV and Cover Letter. These are required documents and your application cannot be processed without them. Once you have selected these and uploaded them, please click on the "submit" button at the bottom of the page.
9. You will receive an e-mail confirmation (to the address listed in your publicjobs.ie profile) to confirm that your application has been submitted.