



Appointment to the Authority of Fáilte Ireland – National Tourism Development Authority

Closing Date: 15.00 on Tuesday 20th March 2018

**State Boards Division
Public Appointments Service
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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, 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 [Revised 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.

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Location:	Dublin
Number of Vacancies:	Up to 7
Remuneration:	€11,970 per annum. Travel and subsistence is payable at the appropriate Civil Service rate. (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).
Time Requirements:	6 Authority meetings (full day) and 6 sub-committee meetings (half-day) per annum. Each meeting may require up to a half-day preparatory work.

1. Background

Fáilte Ireland was established under the [National Tourism Development Authority Act 2003](#) (NTDA Act 2003). Its primary functions, as specified in Section 8 of this Act, include:

- To encourage, promote and support the development of tourist traffic within and to the State and to support enterprises and projects in this regard.
- To encourage, promote and support the recruitment, training and education and development of persons for the purposes of employment with the tourism industry.
- To promote and engage in research and planning.
- To establish and maintain registers of accommodation facilities.

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

Fáilte Ireland is responsible for providing support to the tourism industry. It does this through providing

1. Tailored operational support services from strategic research, product innovation, business process improvement
2. Environmental advocacy
3. Learning and standards,
4. Sales and Marketing
5. Investment in Festivals, Events, Capital development

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 sees a tourism industry that is economically socially and environmentally sustainable, helps promote a positive image of Ireland overseas, and is a sector in which people wish to work.

The legislation governing Fáilte Ireland facilitates the provision of a wide range of supports to the tourism sector from strategic research and innovation to marketing, sales and visitor servicing.

In executing its remit, Fáilte Ireland adheres to a number of key principles which recognise both the organisation's resource constraints as well as tourism priorities set by Government. These guiding principles may be summarised as follows:

- Satisfying the existing and emerging needs of international and domestic visitors is our primary concern
- We encourage and support the tourism sector to profitably deliver authentic and immersive visitor experiences at great value.
- In facilitating the tourism sector, we are also concerned with ensuring that supporting tourism-related infrastructure is fit for purpose.
- Our developmental efforts are concentrated on those areas and activities which offer the greatest prospects for return on investment.
- Our investment decisions are guided by market insight, subject to rigorous analysis and are based on attainment of agreed outcomes.
- We deliberately avoid provision of support services or investment support which are available elsewhere in the State.

Additional information on Fáilte Ireland, including the current Statement of Strategy, Annual Reports and updates on activities can be accessed at www.failteireland.ie.

Consumer-facing, tourism promotional information (listings for Irish tourist accommodation, activities, events, attractions and special offers) is available at

www.discoverireland.ie

www.wildatlanticway.com

www.irelandsancienteast.com

www.visitdublin.com

www.meetinireland.com

The legislative basis for Fáilte Ireland and the powers conferred on the National Tourism Development Authority can be found at www.irishstatutebook.ie.

2. Functions of the Authority

The Fáilte Ireland Authority 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. Accordingly, Authority members are required to submit a Statement of Interests to the Secretary and to

the Standards in Public Office Commission where there may be a material influence on their performance of Authority matters. Further obligations with regard to disclosure of certain interests are specified in Section 20 of the NTDA Act 2003.

The Fáilte Ireland Authority 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 and Events; Audit and Risk; 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 Authority, Directors are expected to assist in setting the strategic direction and vision for the work of Fáilte Ireland and should, therefore, display:

- proven experience of providing sound judgement and good decision making, with an ability to interpret complex issues;
- strong stakeholder engagement experience and skills; and
- demonstrated commitment, drive, energy and enthusiasm

Section 14(1) of the Act provides for a Chairman and 12 ordinary members. The current composition of the Authority is:

Name	First Appointed	Reappointed	Expiry Date	Position type
Michael Cawley	19/05/2014		19/05/2019	Chair
Francis Brennan	04/07/2014		27/05/2018	Authority Member
Gerard Barron	08/07/2014		27/05/2018	Authority Member
Mary Kerins	03/09/2010	27/05/2014	27/05/2018	Authority Member
Susan Bergin	17/11/2010	27/05/2014	27/05/2018	Authority Member
Gina Murphy	18/07/2011	27/05/2015	27/05/2019	Authority Member
Noel Kavanagh	18/07/2011	27/05/2015	27/05/2019	Authority Member
Paul Carty	04/07/2017		27/05/2019	Authority Member
Seán Boland	04/07/2017		27/05/2019	Authority Member

3. Person Specification

Candidates' attention is drawn to the provisions of the Code in relation to the role of a Board member, where the principle states:

- Each State body should be headed by an effective Board which is collectively responsible for the long-term sustainability of the body.

- Non-executive Board members should bring an independent judgement to bear on issues of strategy, performance resources, key appointments and standard of conduct.

Details on the role of Board Members can be found in Section 3 of the Code which can be found [here](#).

The Minister shall have regard to the desirability for gender balance on the Board. Furthermore, appointments may be made with regard to ensuring regional/rural representation on the Board.

The Minister for Transport, Tourism and Sport now invites applications from suitably qualified candidates to fill up to seven vacancies, current and forthcoming, on the Authority of Fáilte Ireland and to bring new skills and competencies to the Authority to complement the existing mix. In this context, in order to fill a forthcoming skills gap, at least one of the vacancies will be filled through the appointment of a qualified accountant with recent, relevant financial experience. This appointee will chair the Audit & Risk Committee.

Accordingly, candidates are welcome to apply under one or more of the following profiles:

a. Finance

Candidates wishing to be considered for appointment in this category must have:

- extensive recent, relevant professional experience at an appropriately senior level in the area of accountancy, audit and/or corporate finance;
- a professional accounting qualification at the level of Chartered Accountant (e.g. ACCA, ACA);

and

- experience as a member of an Audit Committee or of having directly reported to or worked with an Audit Committee;

and/or

- proven experience of management/operation of financial systems and the design of business information systems.

In addition to the essential requirements above, it is desirable that candidates would have:

- relevant experience in risk management
- previous board/corporate governance experience
- a demonstrable interest in tourism
- knowledge of the Irish tourism industry
- an understanding of the public sector environment, in particular the accountability structures, and current public sector reform initiatives.

b. Objective Critical Analysis of Tourism

Candidates wishing to be considered for appointment in this category must demonstrate significant relevant experience of objective critical analysis of the tourism industry, independent travel journalism and/or travel critique.

c. Consumer Advocacy

Candidates wishing to be considered for appointment in this category must demonstrate significant experience of advocacy, preferably including involvement in relevant consumer groups (for example, this could include experience of areas such as accessible tourism and/or tourism-related environmental sustainability).

d. General Tourism Perspective

Candidates wishing to be considered for appointment in this category must demonstrate:

- substantial senior-level professional experience and/or demonstrable broad knowledge of the tourism industry at an appropriate level, preferably including tourism management experience and/or international expertise.
- and/or**
- a substantial proven track record of being a strategic leader/senior manager in a large and/or complex organisation in either the public or private sector which demonstrates expertise in evidence-based strategic planning, decision-making and policy-analysis

For profiles b. to d. (above), it is also desirable that candidates possess:

- previous board experience
- corporate governance knowledge/experience
- experience of tourism business development/support, particularly with regard to new and developing trends in the industry especially those affecting micro-enterprises and SMEs
- knowledge of and/or experience in one or more of the following areas:
 - academic work on the tourism and/or travel industry
 - relevant specific sectors such as airports/aviation and inbound tour operators
 - industry/sector representative bodies
 - key strategic partner organisations and their infrastructural investments of relevance to tourism development

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 Expression of Interest

Before submitting your expression of interest, please review the self-assessment questionnaire which can be found [here](#). This questionnaire is designed to help you in considering whether to submit an expression of interest - 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.

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.

Your submission should be made via the following link 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.

6. Assessment Process

An Assessment Panel (the "Panel") will be convened by PAS to consider and assess the expressions of interest 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 suitable candidates 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 Acts 1988 & 2003

Should your name be forwarded to a Minister for consideration, please note that your cover letter and curriculum vitae will be forwarded to the State Board Liaison Officer in the relevant department and may be retained for up to one year.

For further information on Data Protection please follow the [link](#).

APPENDIX 1

Submitting your expression of interest

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

1. Go to 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 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.

You must confirm that you do not have any conflicts of interest or legal impediment which would be likely to interfere with your ability to play a full part on the Authority. You must also confirm that you can make yourself available to attend meetings and to carry out the duties of an Authority member.