



INTERNATIONAL MARKETING DIRECTOR

Background to Horse Sport Ireland

Horse Sport Ireland is responsible for the development and promotion of an internationally competitive, Irish sport horse industry.

New Marketing Division – Vision

To give international equestrian buyers compelling reasons to come to Ireland to buy horses or ponies and to promote all aspects of the Irish equestrian sector internationally.

Description of Role

Based in Naas, reporting to the CEO, the role of the International Marketing Director is to establish & lead Horse Sport Ireland's new international marketing division.

Key Criteria

The key criteria for this position include:

- Third level qualification to Bachelor/ Masters level, preferably in business and marketing.

- Minimum of five years' management experience.
- Demonstrated ability to work with key stakeholders, staff and external publics.
- Strong financial acumen, with the capacity to generate new revenue streams.
- Excellent writing and presentation skills.
- Excellent communication, influencing and relationship skills.
- The ability to liaise and build working relationships with other government agencies.
- Must be able to travel internationally on a regular basis.
- Knowledge of the sport horse sector would be an advantage.
- The ability to communicate in another language would be an advantage.

Horse Sport Ireland is an equal opportunities employer.

HSI has retained Hays to assist with the recruitment process. All enquiries and applications should be made to Mike McDonagh of Hays, in confidence, before Monday 16th February at michael.mcdonagh2@hays.com. Canvassing will disqualify the application.



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