

Sales Manager – Museum of Literature Ireland

Start Date: Available immediately

Salary Range: €35,000 to €45,000 per annum D.O.E

Contract: Full-time, Permanent

Working Hours: 37.5 hours per week

Employer & Location: Newman House Literary Centre CLG, UCD Naughton Joyce Centre, 86 St Stephen's Green, Dublin 2, Ireland

Reports To: MoLI Director

Expressions of Interest (with CV) to: careers@moli.ie

Application Deadline: Wednesday, 9 July 2025 at 5pm

About the Museum of Literature Ireland

A partnership between UCD and the National Library of Ireland, the Museum of Literature Ireland (MoLI) is a landmark cultural institution in the heart of Ireland's capital city. Picturesquely located on the south side of St Stephen's Green, the museum draws inspiration from the work of Ireland's most famous writer James Joyce, as well as celebrating our internationally-renowned literary culture and heritage, inspiring the next generation to create, read and write.

Immersive multimedia and interactive exhibitions on James Joyce and other influential Irish writers, lecture and performance spaces, temporary exhibitions, house and garden tours, a bookshop and garden-level café are set in the spectacular architectural heritage of UCD's Newman House and its beautiful green surroundings. These public facilities are seamlessly integrated into a stunning suite of refurbished seminar and reception rooms available for weddings, small group conferences, meetings and other private gatherings, making the museum a truly unique and highly attractive proposition for international visitors and locals alike.

About the Role

MoLI - Museum of Literature Ireland is seeking an experienced and results-driven **Sales Manager** to lead on the growth of visitor numbers through strategic engagement with the global tourism trade. The successful candidate will be responsible for developing and delivering the museum's B2B sales strategy with a strong focus on tour operators, group travel organisers, DMCs, and travel trade partners both domestic and international.

Working hours might be variable and on occasion may include evenings and weekends, with time-off-in-lieu applying if necessary (special group bookings). A degree of flexibility around the working schedule will be essential to support the business.

Key Responsibilities

- **Tour Operator Engagement:** Build and nurture strong relationships with key tour operators, wholesalers, DMCs, and travel consortia to maximise bookings and product placement.
- **Contracting:** Manage the annual contracting cycle with domestic and

international travel trade partners, ensuring timely inclusion in brochures, online platforms, and itinerary planning.

- Sales Strategy Development: Design and implement targeted sales strategies to increase general admission and group visits in line with MoLI's visitor growth objectives.
- Travel Trade Marketing: Represent MoLI at trade shows, sales missions, workshops, and familiarisation trips, ensuring a strong presence within key tourism networks.
- Data & Reporting: Monitor, analyse, and report on sales performance metrics, visitor trends, and market opportunities; provide regular updates to senior management.
- Partnership Development: Collaborate with Fáilte Ireland, Tourism Ireland, and other industry stakeholders to align with national tourism campaigns and leverage opportunities.
- Cross-functional Collaboration: Work closely with the Visitor Experience, Learning, and Programming teams to ensure sales strategies align with wider museum priorities and visitor experience goals.

Essential Qualifications & Experience

- Minimum 5 years' experience in tourism sales, preferably within the visitor attraction or cultural institution sector.
- Proven track record of increasing visitor numbers through direct B2B sales activity and strategic trade engagement.
- Deep understanding of the tourism industry in Ireland and internationally, including travel trade contracting cycles, pricing structures, and distribution channels.
- Demonstrable experience in managing relationships with tour operators, DMCs, and other trade partners.
- Experience attending and representing organisations at international travel trade shows (e.g. WTM, Meitheal, GTM etc).
- Strong negotiation skills with an ability to secure high-value contracts and partnerships.
- Excellent communication, interpersonal, and presentation skills.
- Highly organised with strong commercial acumen and analytical capability.
- Proficiency in CRM systems and Google Suite.

How to Apply

Interested candidates should submit a CV and cover letter outlining relevant experience and motivation for applying to careers@moli.ie

Application Deadline: Wednesday, 9 July 2025, at 5pm