

Progression Pathways

Sales and Marketing



How to use your Progression Pathway

This Progression Pathway is designed to show you the opportunities that exist to progress your career in tourism and some of the key skills you will need to succeed at every stage of your career, from entry level to leadership roles.

Within the Progression Pathway you will find links to courses on our [Learning Hub](#), and academic courses available nationwide from our [Course Finder](#) on tourismcareers.ie

Whether you want to pursue a further or higher education course, upskill on the job, or sign up to our self-directed professional development courses, there are many opportunities to enhance your skillset and progress your career in Tourism.

To find out more about careers and jobs in Tourism, visit tourismcareers.ie

Progression Pathway

Sales and Marketing

**Laura O'Mahony**

Hotel Sales & Marketing Manager

Laura O'Mahony is Sales and Marketing Manager for the Maldron Hotel in Cork City. Laura had always worked part time in the tourism and hospitality sector and developed a passion to forge a career in the industry from an early age. Find out more about her career here.



STAGE 1:

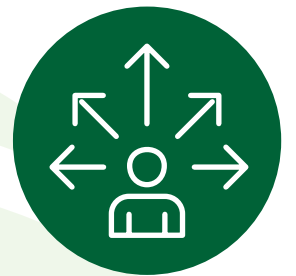
Sales and Marketing Assistants



Organisational skills



Commercial awareness



Adaptability



Creativity



Good Teamworking skills



Communication skills



Numerical skills



IT Skills



Customer Service

Suggested Academic Courses for Progression Progression



[Digital Marketing](#)

[Tourism with Marketing](#)



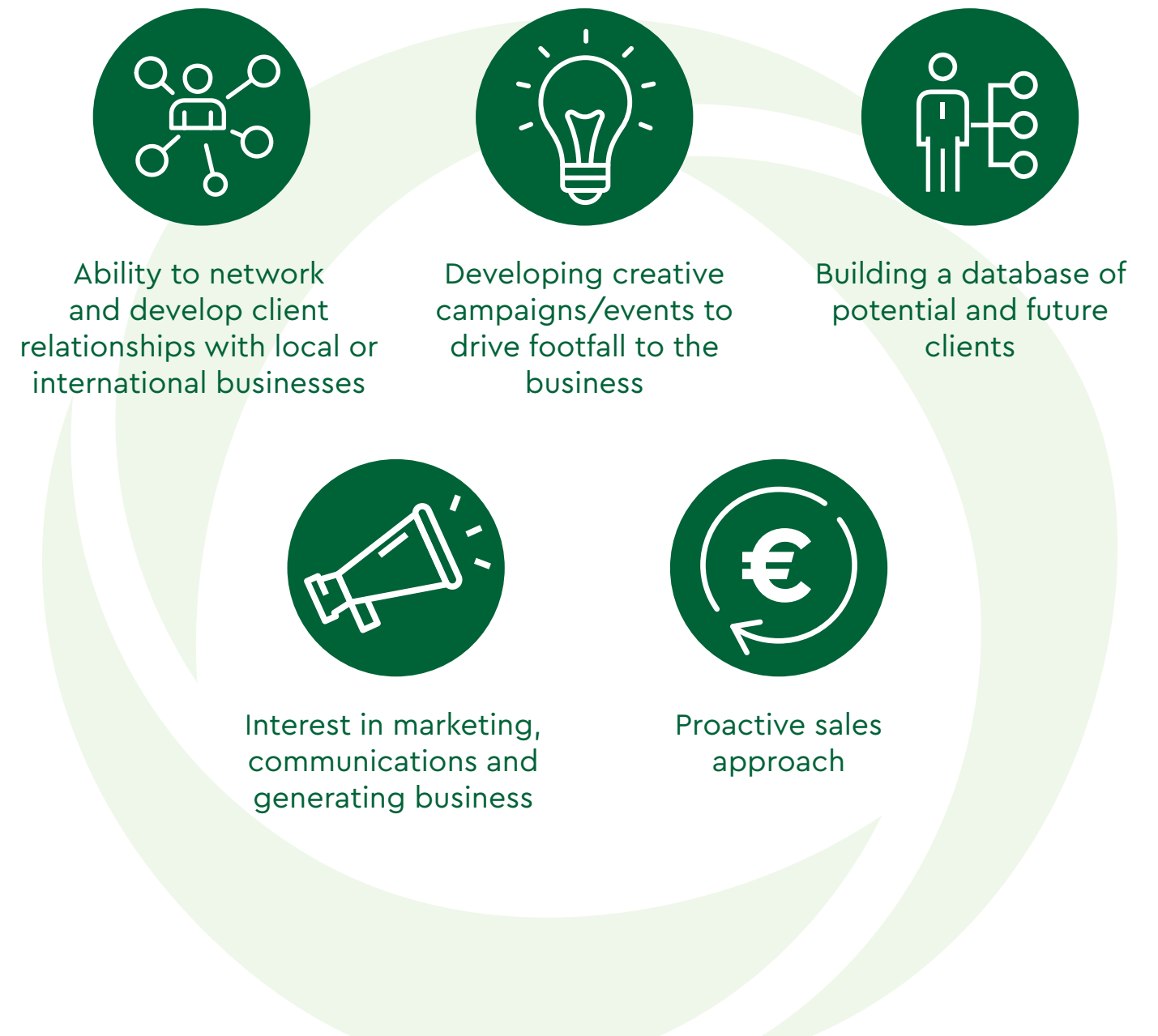
For other courses visit [here](#)

Check out our [Introduction to Customer Service module](#) at the Learning Hub



STAGE 2:

Sales and Marketing Executive



Suggested Academic Courses for Progression Progression

[Certificate in Social Media for Digital Marketing](#)[Certificate in Digital Marketing](#)For other courses visit [here](#)Check out our [Lead and Manage People module](#) at the Learning Hub



STAGE 3:

Sales and Marketing Manager



Ability to develop and execute complex marketing strategies in priority areas of our business



Manage relationships with regional or international team and actively participate in community



Manage and support key organizational operating metrics for marketing



Conduct business analytics to support the marketing strategy



Lead and engage in marketing team culture activities



Identify and pitch strategic opportunities



Review marketing assets, perform training, and develop marketing policies to guide cross-functional teams and improve efficiency

Suggested Academic Courses for Progression Progression



[Tourism & Digital Marketing](#)

[Digital Marketing Management](#)



For other courses visit [here](#)

Check out our [Introduction to Digital Marketing](#), [Owned Media: SEO module](#), [Owned Media: Email Marketing](#), [CRM and Loyalty module](#) at the Learning Hub



STAGE 4:

Head of Sales and Marketing/Director



Suggested Academic Courses for Progression Progression



[Digital Marketing Strategy \(MSc \)](#)



For other courses visit [here](#)



For more info see

[TourismCareers.ie](https://www.tourismcareers.ie)