



## Graduate Export Programme (18 Months)

As part of the **Invest N. Ireland Graduate to Export Programme** The Deluxe Group are seeking to recruit a highly motivated graduate for a key role in the business development team to help build on the company's international success in the creation of exciting visitor attractions and cruise ship interiors.

Through market research into project opportunities in the European, USA and Middle East Markets the graduate will help identify and relocate to a chosen target market after six months based in Northern Ireland.

As part of this initiative the graduate will undertake a fully funded Post Graduate Diploma in International Marketing at the Ulster University along with the Institute of Export and International Trade.

The successful candidate must be in place before the training programme commences in August 2019.

### Main Duties

- Complete a market research project identifying cruise line operators and their new build and refurbishment programmes using industry desk top research, online portals, social media etc.
- Identify project opportunities through market research into major theme park, visitor attraction, museum and heritage projects in the European, Middle East and USA markets.
- Identify target Export market and develop a marketing strategy for the launch of a new visitor attraction designed as a Deluxe Group product.
- Develop and maintain a key decision maker CRM database for the cruise ship and attraction sector.
- Participate in industry conferences, trade exhibitions and network events.
- Help create promotional show reels and literature.
- Provide any other feedback on the market trends/competition as discovered through research.
- Travel to the target markets to gain primary in country research through prospective client interviews.
- Actively participate in the Graduate to Export Programme.

### Graduate must:

- Have graduated within the last 5 years.
- Must have pre-existing legal status to live and work in NI

The closing date for CVs is 31st May 2019 at 5pm  
Please email to [lynne.english@thedeluxegroup.com](mailto:lynne.english@thedeluxegroup.com)



## ABOUT THE DELUXE GROUP:

We work as a collaborative team: a mix of designers, artisans, fabricators, project managers and marketers. The workplace culture is informal but productive and each bespoke project is approached as “This is going to be our best ever.” Our passion and enthusiasm rub off each other and we pull together when the going gets tough. We take pride in the quality produced from the workshop and satisfaction from delivering beyond our client’s expectation. We have always been early adopters of technology and value the innovation that our younger teammates generate. Deluxe has grown in size and spread our wings internationally into sectors such as cruise ship fit out. We see more potential than ever as the “Experience economy” gathers pace and look forward to welcoming a diversity of new talent from near and far into our fold.

[www.thedeluxegroup.com](http://www.thedeluxegroup.com)