



WATERFRONT
HALL
ULSTER
HALL

ROLE:	Entertainments Marketing Executive
DEPARTMENT:	Sales & Marketing
REPORTS TO:	Head of Sales and Marketing
CONTRACT:	Permanent Post
BAND:	5 (Salary £24,970 - £33,293 plus enrolment into the Local Government Pension Scheme (Northern Ireland))

ROLE SUMMARY

The post holder will form part of the ICC Belfast, Waterfront Hall and Ulster Hall Entertainments team.

The post will be responsible for the operational execution of the B2C marketing across the Waterfront Hall and Ulster Hall brands to maximise the potential of the company's entertainment offering. The post holder will be passionate about delivering live event experiences and ensuring the brand experience is met throughout the customer journey.

The role will be data-driven in the development of omni-channel marketing campaigns to deliver ticket sales in line with occupancy targets, as well as ensuring maximised income from footfall at the event. The post holder will develop key commercial partnerships with a wide range of clients. This will be to ensure the delivery of agreed outcomes and exceed customers' expectations and experience of the venues through the right balance between value for money and the provision of excellent customer service.

The company is committed to its vision to be world-class and create an environment in which our people will continue to grow and play their part in building business tourism, live entertainment and events to deliver socially, culturally and economically for Belfast and Northern Ireland. All employees are expected to commit to the company values of "Do It Right, Do It Now".



Customers First: We always put our customers first

One Team: We own shared goals as one team and support each other's growth

Environment: We protect our environment and keep ourselves and others safe

Respect: We treat each other with respect at all times.

Pride: We work with pride, purpose and urgency

Driven: We are driven by our pursuit to be world class

Structured: We take a structured approach - plan, do, check, act

Unique: We are proud to be unique and original

KEY DUTIES

Marketing

1. Responsible for the development and management of omni-channel marketing campaigns to consumer audiences, delivering innovative and informative online content, relevant to the target customer across all core genres
2. Ensure our entertainment brand guidelines are adhered to both externally and internally, ensuring correct representation of the Waterfront Hall and Ulster Hall brands
3. Analyse various data sources in order to deliver data-driven marketing campaigns in achieve optimal return and meet occupancy targets
4. Monitor ongoing campaign spend against the budget, keeping accurate records and highlighting any variances
5. Monitor the performance of campaigns against monthly and annual targets and report against targets on a monthly basis
6. Develop and create content for the website, email campaigns, social media and digital advertising that is relevant to the target customer across all core genres
7. Generate and manage website content using the Content Management System for both the Waterfront Hall and Ulster Hall website, ensuring SEO optimisation at all times
8. Manage the publication of content across the venue's social media channels
9. Issue all email marketing campaigns to include writing, designing and evaluating weekly newsletters and solus campaigns
10. Manage the production and distribution of various online and offline marketing material
11. Research and analyse market trends, including conducting market research and keeping up to date with the latest developments within social media and digital
12. Work closely with the Head of Sales and Marketing to develop and implement a comprehensive sales and marketing strategy aligned to the overall goals and objectives of BWUH
13. Be a brand guardian at all times

Relationship/Account Management

1. Responsible for coordination of media buying for digital media; social media, display advertising; radio, print and outdoors for the promotion of media events
2. Be the first point of contact for promoters and agencies for developing marketing campaigns and reporting on campaign performance
3. Develop and build relationships with promoters to deliver the best possible promoter / customer experience

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Entertainments Marketing Executive

4. In conjunction with the Head of Sales and Marketing, assist in identifying and securing sponsorship opportunities for entertainment events
5. Work with key partners and stakeholders such as hotels, restaurants and local media to maximise customer engagement
6. Working with the wider team to establish corporate partnerships and develop corporate packages to ensure the company exceeds customer expectations and maximise revenues
7. Liaise with the Database and Systems Executives to coordinate on-sales and the programming of entertainment events

Other

1. Participate in all appropriate and relevant induction and in-service training and in the induction and support of all newly appointed staff
2. Act in accordance with company's policies and procedures including customer care, equal opportunities and health and safety procedures
3. Undertake the duties in such a way as to enhance and protect the reputation and public profile of the company
4. Undertake such other relevant duties as may from time to time be required

PERSON SPECIFICATION

Competencies

Applicants must be able to demonstrate evidence of the following competencies which may be tested via assessment or interview:

Communication skills: exceptional written communication skills are vital to this role. Applicants must possess a flair for devising clear, creative and compelling long-form content. Effective oral communication skills are also required to build positive working relationships with colleagues, representatives of other departments and external stakeholders

Organisational skills: an organised and conscientious approach with exceptional attention to detail

Team working skills: the ability to work effectively in a team. Internal communications will be a key aspect of this role, ensuring clear and transparent communication with the wider team to achieve organisational engagement goals

Analysis and decision-making skills: an analytical approach with a drive for results and excellence and personal ownership for responsibilities. Applicants must be able to assimilate a brief and project a clear vision of what success looks like

Commercially focussed: the ability to understand the business events industry and what trends are emerging across international convention centres in order to give destinations and venues a competitive advantage

Partnership working skills: the ability to form, maintain and enhance a wide range of internal and external partnerships working for the benefit of the organisation

Information technology skills: the ability to use Microsoft packages including Excel for taking an analytical approach to marketing initiatives and an understanding of social media and content creation

Customer care skills: an awareness of the importance of responding to the needs of internal and external stakeholders and the ability to be professional and appropriately handle sensitive information.

Essential Criteria

Qualifications

Applicants **must**;

- have a third level qualification in a relevant discipline such as marketing, digital marketing, communications or other transferable discipline (Journalism, Business Management etc.)

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Experience

Applicants **must**, as at the closing date for receipt of applications:

- be able to demonstrate by providing personal and specific examples, at least two years relevant experience in two of the following:
- working within specific brand guidelines to deliver successful marketing campaigns with the aim of fulfilling ambitious sales targets
- creating, editing, optimising and proofing long-form content for on and offline platforms
- strong digital skills including email marketing and management of multiple social media accounts to include performance reporting

Desirable

- Account management experience within a fast-paced environment

Shortlisting criteria

BWUH Ltd reserves the right to shortlist only those applicants who have demonstrated the appropriate level of experience as noted in the Job Description.

BWUH Ltd treats personal data collected during the recruitment process in accordance with the organisations data protection policy. Information about how your data is used and the basis for processing your data is provided in the BWUH Ltd applicants' privacy notice, a copy of which is available on our website.

TO APPLY

Interested applicants should please contact **MCS Group** who will be leading the recruitment for this role ahead of the closing date, **5pm on Friday 21st January 2022** via the link below:

https://www.mcsgroup.jobs/other/sales-marketing/bbbh30823_1641987525/entertainments-marketing-executive-ni---great