JOB DESCRIPTION

Marketing & Communications Executive

**SITE: The Odyssey Trust**

**LOCATION: Queen’s Quay, Belfast, BT3 9QQ**

**RESPONSIBLE TO: Marketing Manager**

**TERMS: 37.5 Hours per Week extra hours may be required due to the event driven nature**

**of the role.**

**DATE: June 2024**

**OVERALL PURPOSE OF THE JOB:**

This is an exciting opportunity to be part of a busy marketing, communication and design team that drives the marketing for some of Northern Ireland’s best-known brands across sport, entertainment and education. Working across Odyssey’s brands of Stena Line Belfast Giants, W5, W5 LIFE, and The SSE Arena, Belfast the post holder will have an opportunity to drive customer engagement, brand awareness and ticket sales through a variety of marketing campaigns and channels.

The Odyssey Trust group of companies is committed to the core ideology of BEET, Best Experience Every Time for customers, colleagues and stakeholders. These principles will be developed with all to support outstanding customer service. All colleagues are expected to commit to the core values shown below:

|  |  |  |
| --- | --- | --- |
| **Core Value** | **Our Behaviour** | **What it means for our Customers** |
| **Positivity** | Smile, can do, have fun | We will always be helpful, welcoming & enthusiastic |
| **Integrity** | Deliver on our promises | We will be trustworthy & respectful |
| **Commitment** | Go above & beyond | We will go the extra mile |
| **Innovation** | Find new ways to be better | We will always learn & improve |
| **Teamwork** | Together we achieve more | We will work together to put you first |

**MAIN DUTIES**

* Directly contribute to the delivery of The Odyssey Trust’s communications and marketing strategy, supporting the Marketing Manager.
* Work as part of The Odyssey Trust’s site-wide marketing, communication and design team, drive ticket sales, event attendance and consumer engagement across the Stena Line Belfast Giants, W5, W5 LIFE, and The SSE Arena, with a focus on the W5 and W5 LIFE brands.
* Assist in delivering an engaging content strategy to promote our diverse calendar of events and experiences, creating and driving content across the Group’s social media channels.
* Support maintenance of the Group’s websites, group databases and delivery of email marketing campaigns.
* Assist in creating, implementing and reporting on key seasonal marketing campaigns.
* Assist in production of various online and offline content and marketing materials, including but not limited to photography, videography, blog posts, web articles and press releases.
* Creation and delivery of video content in line with consumer trends for social media platforms such as TikTok and Instagram Reels.
* Monitor ongoing campaign spend against the budget, keeping accurate records and highlighting where variances occur.
* Work closely with the design team to advance marketing and branding for the Odyssey site.
* Liaise with third party suppliers to ensure delivery of marketing activities and campaigns.
* Play an integral role in the delivery of effective customer communications through monitoring and community management of our brands’ various social media platforms.
* Research and analyse market trends, conducting market research and keeping up to date with social and digital trends.
* Admin duties as and when required.
* Event coverage for W5, Belfast Giants games, and Arena events, where required.
* Any other duties as requested by your Line Manager.

All OTC staff are expected to:

* Maintain excellent working relationships with other staff and volunteers.
* Ensure the delivery of BEET to all our customers and be committed to the Odyssey ethos and objectives.
* Be committed to and work in accordance with our Safeguarding, Health & Safety, Equality and other established policies and procedures.
* Be flexible undertake such other duties that may be required including working evenings, weekends and public holidays, if required.

## SELECTION CRITERIA

## Essential Criteria

* Minimum of 2 years’ experience in a marketing role, which must include campaign marketing delivery.
* 3rd Level Qualification in Marketing or a related discipline.
* Excellent interpersonal and communication skills, both oral and written, with an attention to detail.
* Excellent time management skills – well organised and able to work to tight deadlines.
* Experience in compiling marketing reports using analytic tools such as Google Analytics and social media analytics.
* Strong copywriting skills and experience of creating content for social media, blogs and press releases.
* Knowledge of social media platforms, including Facebook, TikTok, Twitter & Instagram.
* Proficient in using Microsoft (Office, PowerPoint, Outlook).
* Highly creative and passionate team player.
* Ability to work unsupervised and to use own initiative.
* Willingness to be flexible and work flexible hours, including occasional evenings and weekends.

***Salary***

Circa £26,000 to £28,000 per annum, dependent on qualifications and experience.

***Benefits***

The Odyssey Group has a range of benefits which it offers to full and part time staff[[1]](#footnote-1).

* Free car parking.
* 33% discount in the W5 cafe including coffee and 10% discount in the W5 shop.
* Complimentary tickets to Belfast Giants and friends and family access to W5.
* Holidays commence at 31 days per year, rising to 34 [pro-rata for part time staff].
* Company paid social events.
* Contributory pension scheme, life assurance and paid sickness benefit.
* A comprehensive health cash plan plus Winter Flu Vaccination Scheme.
* Salary Sacrifice including pensions, holiday and cycle to work schemes.
* Access to ongoing training and development opportunities.

1. [Some T&Cs and qualifying periods may apply] [↑](#footnote-ref-1)