JOB DESCRIPTION

**Marketing & Communications Executive (W5 & W5 LIFE)**

**SITE: The Odyssey Trust**

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

**RESPONSIBLE TO: Marketing Manager (W5 & W5 LIFE)**

**TERMS: 37.5 hours per week. Extra hours may be required due to event driven nature**

**of the role.**

**DATE: October 2025**

**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 and communications for some of Northern Ireland’s best-known brands across sport, entertainment and education.

With a primary focus on the W5 and W5 LIFE brands, the postholder will have the opportunity to drive customer engagement, brand awareness and visitor ticket sales through a variety of marketing campaigns and channels, and will form part of a wider team that services the Odyssey complex, including The SSE Arena and Belfast Giants.

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 staff to support outstanding customer service. All colleagues are expected to commit to the core values shown below:

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| **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**

* Lead on delivery of the W5 and W5 LIFE social media strategy in line with consumer trends; including creation and delivery of video content for platforms such as TikTok/Instagram Reels and utilising strong copywriting/organisational skills to manage a busy calendar of daily social media content.
* Production of various online and offline content and marketing materials, including but not limited to photography, videography, blog posts, web articles, and press releases.
* Directly contribute to the delivery of The Odyssey Trust’s wider communications and marketing strategy, supporting the Marketing Manager and Senior Marketing Manager.
* Ownership of maintenance and optimisation of the W5 website, databases and delivery of email marketing campaigns.
* Planning, implementing and reporting on key seasonal marketing campaigns.
* Close monitoring of commercial performance, primarily visitor ticket sales, in line with marketing activity.
* Work closely with the design team to advance marketing and branding materials for W5 and W5 LIFE.
* Liaise with third party suppliers and partners to ensure delivery of marketing activities and campaigns.
* Play an integral role in the delivery of effective customer communications through monitoring and management of our brands’ various social media and online platforms.
* Research and analysis of current market trends, conducting market research, and keeping up to date with social and digital trends.
* Administrative duties as and when required.
* Contributing to a team-wide rota of event coverage for Belfast Giants games, Arena events, and W5 events, including evenings and weekends.
* 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 to undertake such other duties that may be required including working evenings, weekends and public holidays, as 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.
* Experience in video content creation, editing, and delivery.
* Strong copywriting skills and experience creating content for social media, blogs, and press releases.
* Experience using social media platforms, including Facebook, TikTok, X, and Instagram, paid and organic.
* Excellent interpersonal and communication skills, both oral and written, with a strong 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.
* 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)