

## **Job Description**

<b>Position:</b>	<b>Communications Executive</b>
<b>Reporting to:</b>	Destination Manager
<b>Location:</b>	Titanic Foundation, Titanic House, 6 Queens Rd, Belfast
<b>Term:</b>	3 year fixed-term contract
<b>Hours:</b>	9am - 5pm Monday to Friday (additional working hours may be required including weekends)
<b>Salary:</b>	£20,000 to £23,000

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## **Background**

Titanic Foundation Ltd (TFL) was set up in 2008 as a charity to preserve Belfast's maritime and industrial heritage. We own a number of key tourist attractions / heritage assets including Titanic Belfast and SS Nomadic. Our commercial operator looks after the day to day management of these sites, allowing our role to focus on experience development, promotion and animation of Belfast's iconic heritage waterfront.

TFL is made up of an Executive team and a Board of Trustees that ensures TFL meets its objectives, targets and obligations. The Board of Trustees acts in an advisory capacity and day to day operational matters are the responsibility of the Chief Executive.

The Communications Executive will provide support to the Destination Manager in promoting and delivering Belfast as a world class maritime heritage destination, engaging with local communities to ensure that everyone has the opportunity to learn about Belfast's maritime history past, present and future.

## **Duties and Responsibilities**

- Assist the Destination Manager with the development of marketing and communication platforms/materials for TFL's heritage projects and areas of work.
- Assist in the delivery of promotional campaigns to inspire both locals and tourists to engage with and visit Titanic Quarter and the Maritime Mile.
- Actively coordinate with the Destination Manager to manage TFL's digital marketing channels:
  - Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns for TFL & TQEventsBelfast social media platforms.
  - Create, curate, and manage all published content (images, video and written).

- Design, create and manage promotions, Social ads & email campaigns.
- Manage efforts in building online reviews and reputation such as TripAdvisor.
- Monitor online reviews and respond to each review.
- Review campaigns, qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Create and publish relevant, original, high-quality content.
- Co-ordinate a calendar of key opportunities, milestones and events, maximising online activity throughout the year
- Support the development and implementation of Titanic Foundation's Stakeholder Engagement Plan and public profile of Titanic Foundations work.
- Organise familiarisation trips of Titanic Quarter and Maritime Mile for press, trade, sectoral groups and best practice visits.
- Assist the Destination Manager with community engagement initiatives, which would include informal sessions with community groups, organising events, oral history workshops, and helping maintain and build community networks across Belfast.
- Support the Foundation's team in carrying out all necessary administration involved in the planning, promotion, organisation and delivery of festivals and events.
- Help draft press releases and statements for use by media and key influencers.
- Management and organisation of stakeholder database for the TFL Team.
- Administration duties including minute taking, report writing and filing.
- Deputise for the Destination Manager as required.

### **General**

- Adhere to TFL's policies and procedures in relation to your work (to ensure that high standards of quality and good practice are maintained, developed and monitored);
- Adherence of your responsibilities under the Health and Safety policy and procedures and taking all possible steps to ensure a safe working environment, reporting all incidents or potential hazards;
- Promoting of equal opportunities through anti-discriminatory practice;
- Maintaining confidentiality at all times;
- Undertaking any other duties and/or responsibilities in connection with the requirements of the Company as the CEO directs.
- To undertake when necessary work out of normal office hours.

### **Essential Criteria**

- Minimum of 1-year communications or marketing experience
- Outstanding oral and written communication skills
- Degree (or relevant qualification) in PR, Marketing, Tourism or Communications.
- Strong working knowledge and understanding of digital media and content management systems.
- Experience of design packages such as Photoshop & InDesign.
- Ability to work unsupervised and to use own initiative
- Organisational skills, motivation and ability to work to deadlines

- Good IT skills, and experience working with databases

### **Desirable**

- Minimum of two years communications or marketing experience
- Experience of being part of a team delivering large scale events.
- Experience of website & video content management
- Hold a full current driving license and have access to a car

### **Application**

To apply please complete the application form and monitoring form and email both to [siobhan.mclaughlin@titanic-foundation.org](mailto:siobhan.mclaughlin@titanic-foundation.org) by **4.00pm on Friday 28<sup>th</sup> June 2019**.

Please note, a signature will be required on the application form if you are invited to interview.