

JOB DESCRIPTION



JOB TITLE: BELFAST HILLS MARKETING OFFICER

RESPONSIBLE TO: SCHEME MANAGER

LOCATION: SOCIAL ECONOMY VILLAGE, HANNAHSTOWN, BELFAST

The Belfast Hills Partnership (BHP) is seeking to employ a Belfast Hills Marketing Officer to promote the rich heritage of the Belfast Hills area and connect people to this heritage and its associated benefits.

MAIN TASK:

To be responsible for the promotion and marketing of the broad range of heritage projects, events, services and resources in the Belfast Hills provided by Belfast Hills Partnership and its partner organisations. The heritage of the Belfast Hills encompasses a broad range of built and natural heritage including landscape and archaeology, habitat creation and improvement. We want to increase the participation of local communities in connecting with, celebrating and protecting their local heritage in the Belfast Hills.

SPECIFIC TASKS:

1. To set up marketing and communications plans, media and systems to promote BHP and BHP partner heritage projects and play a major role in executing these plans.
2. To provide content for associated media and press output.
3. To develop and deliver social media campaigns. Monitor and analyse content and social post performance.
4. To promote events, training and other forms of participation in BHP heritage projects, such as volunteering, surveying and heritage research.
5. To promote Belfast Hills heritage as a key element of the visitor experience on our public sites
6. To ensure heritage is a key element of Belfast Hills and public site post-Covid19 Recovery Plans
7. To assist in the development of new heritage services, projects and innovative interpretation and delivery of information.
8. To build on current links with local heritage interest groups and individuals towards their involvement with projects and their co-design.
9. To encourage and support economic opportunities for heritage tourism and other services.
10. To work with and support other BHP staff to improve promotion and marketing of Belfast Hills heritage as part of the team.
11. To liaise with other similar organisations to ensure best practice and share lessons for success.

QUALITIES REQUIRED

The Belfast Hills Partnership is seeking to employ an enthusiastic, self-motivated, results driven, professional individual who will form part of our dynamic team. This individual needs to be able to build positive relationships while being creative and able to adapt to changes.

ESSENTIAL CRITERIA:

1. A third level qualification in one or more of the following: Marketing, Communications or other related subjects
2. Job or placement experience in promotion and marketing.
3. Good communication skills including a broad range of experience in use of social media.
4. Must be proficient in Microsoft Programmes, Social Media Channels and creating engaging content via canva, photoshop or similar programmes.
5. The ability to work evenings, weekends as required.
6. A minimum of 5 GCSE passes or equivalent including English and Maths.

DESIRABLE CRITERIA:

1. Experience writing marketing or promotion plans.
2. Job or placement experience in promotion and marketing of heritage.
3. A flexible approach and outlook and an ability to bring fresh, imaginative ideas to the job.
4. Experience of creating short films, posters and other promotional materials
5. Knowledge of local heritage and/or uplands.

TERMS AND CONDITIONS:

Length of Contract: 3 years subject to achieving targets, extension anticipated (dependent on funding)

Salary: £23,000

Hours: 35

Holidays: 25 days + 12 statutory days

Probationary Period: 6 months

Notice: 2 months

This post is part of a Covid Recovery Programme which is funded by the Department for Communities and administered by the Heritage Fund in Northern Ireland.