



Job Opportunity

Marketing Assistant

Ref: TB17-17

CONTRACT:	Permanent Full time
HOURS:	40 hour week
LOCATION:	Titanic Belfast Building
REPORTING TO:	Marketing and Communications Manager

General Purpose:

This role will provide support to the Head of Department and the team to deliver tactical marketing and communications plans for Titanic Belfast, SS Nomadic and Titanic Exhibition Centre.

Main Job Tasks and Responsibilities:

- Support with the planning and delivery of consumer marketing and communications plans in conjunction with the Head of Dept.
- Day to day management and monitoring of all marketing collateral for campaigns and events including internal platforms across all venues
- Day to day management and development of all collateral, including ordering of literature
- Fulfilment of leaflet distribution at points of entry, accommodation providers, stakeholders, tourist information centres in NI and ROI
- Representation of Titanic Belfast at events, consumer shows and information stands in NI and ROI where needed
- Support Digital Marketing Executive with website and social media platforms, in particular for SS Nomadic and Titanic Exhibition Centre
- Support the team to keep work schedules up to date with particular focus on supporting the Graphic Designer in updating the design schedule, working with Designer to prioritise requests, monitor timescales and source quotes for media buying.
- Support team with administrative duties including finance procedures – Creation of purchase orders, submitting POs for authorisation and disseminating them to suppliers.
- Management and development of in-house signage, including creation and installation.



- Monthly audit of in-house signage
- Support Head of department in development of Friends of Titanic Belfast initiative
- Daily monitoring of gallery and event ticket sales and updating marketing team
- Management of charity/raffle/ competition prizes and requests for tickets
- Information gathering and competitor analysis to benchmark TB activities
- Support to develop and maintain Titanic Belfast's media, client and consumer databases
- Support for Titanic Belfast's internal media, client and consumer events

Administration

- Departmental call and enquiry management
- Provide administration support as required to the Head of Department
- Provide administration support as required for the preparation of departmental reports
- Any other duties as required and delegated by the Head of Department

The above reflects the main elements associated with this position. It is not intended to be exclusive or exhaustive.

Essential Criteria:

- Minimum one years' experience in a proactive marketing and communications environment
- Experience of collateral/marketing material production and distribution
- Experience of working on specific marketing campaigns
- Experience of managing databases
- Experience of using social media and websites in a business environment
- Ability to work as part of a busy team and across teams, using your own initiative
- Excellent planning, organizational and administration skills

Desirable Criteria:

- 3rd level qualification in Marketing, Tourism, or Business related discipline
- Experience of working under brand guidelines
- Knowledge, understanding and experience of the tourism sector
- Experience in event management

Core Competencies:

- Ability to work as part of a team and also on own initiative
- Ability to communicate effectively with colleagues and clients
- Ability to work under pressure and react quickly and effectively to ad hoc situations
- Planning and delivery skills
- Time management & organizational skills
- Excellent IT skills inc all MS Office applications and Internet Explorer



NB: Titanic Belfast reserves the right to enhance the selection criteria if necessary to assist with shortlisting.

Closing date for receipt of applications is **9am on Monday 20th March 2017**. Applications will only be accepted via company application forms. Applications received after the closing date and time will not be considered. If you wish to apply for the position please contact us via careers@titanicbelfast.com and we will send an application pack out to you, the last date for requesting application packs is **Thursday 16th March 2017 at 3pm**

Applications received after the closing date and time will not be considered.

Please note for applicants successful at the shortlisting stage and each stage thereafter the following dates will apply:

- Assessment centre – 29th March 2017
- Individual interviews – 10th April 2017

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