

JOB DESCRIPTION

ROLE:	Entertainment Marketing Placement Student
DEPARTMENT:	Marketing & Communications
REPORTS TO:	Entertainment Marketing Manager
CONTRACT:	Fixed Term Contract - 1 Year
BAND:	£24,308.97 in line with Real Living Wage
HOURS OF WORK:	37 Hours per week (Predominantly Mon-Fri 9am to 5:30pm, with potential for hours to vary in line with the event schedule.

ROLE SUMMARY

This is a unique opportunity to gain experience across the B2B and B2C marketing operations. Postholders will predominantly support the Entertainment Marketing department whilst also on occasion supporting Conference Marketing should this be required.

The Entertainments Marketing role will support the execution of B2C marketing campaigns across the Waterfront Hall and Ulster Hall brands to maximise the potential of the company's entertainment offering.

BWUH Ltd is committed to its vision to create a world class stage where people make great things happen. Through the energy, expertise and constant innovation of our people we play a vital role in setting the standards for business tourism, live entertainment and events that deliver socially, culturally and economically for Belfast and Northern Ireland. When we win, everyone wins today, tomorrow and beyond. All employees are expected to commit to the company values of "Do It Right, Do It Now".



Customers First: We always put our customers first.

One Team: We own shared goals as one team and support each other's growth.

Environment: We protect our environment and keep ourselves and others safe.

Respect: We treat each other with respect at all times.

Pride: We work with pride, purpose and urgency.

Driven: We are driven by our pursuit to be world class.

Structured: We take a structured approach - plan, do, check, act.

Unique: We are proud to be unique and original.

We value diverse perspectives and encourage applications from people of all backgrounds, identities and experiences.

KEY DUTIES

- Using excellent copywriting skills plan, create and produce content including web content, blogs, press releases, client testimonials, presentations and graphical assets that complement the venues' unique value propositions and key messages.
- Support in the development of email marketing campaigns to include writing, designing and evaluating weekly newsletters and solus email campaigns.
- Working with the wider team, contribute to digital marketing campaigns and plan, manage and evaluate organic social media content.
- Website responsibilities include content creation for SEO, keyword research and analysis and web page builds and ongoing site maintenance within Craft CMS.
- Support in the production and distribution of various online and offline marketing material including coordinating delivery and display of printed materials on behalf of promoters.
- Collaborate with external agency partners, preparing oral and written public relations, graphic design, photography and videography briefs as required.
- Research and analyse market trends, including conducting primary and secondary market research and keeping up to date with the latest developments within the live entertainment and business event industries.
- Ensure brand guidelines are adhered to both externally and internally, ensuring correct representation of the ICC Belfast, Waterfront Hall and Ulster Hall brands.
- Support in the development of email marketing campaigns to include writing, designing, and evaluating campaigns using Prospect2 Marketing Automation software.
- Maintain and contribute to CRM and marketing databases as required including data segmentation and creation of prospect lists.
- Working as part of a cross-functional team, support on a wide range of internal communications and team wellness activities.
- Provide marketing administration support including purchase orders/expenditure and meeting minutes.
- Participate in all appropriate and relevant induction and in-service training and in the induction and support of all newly appointed staff.
- Act in accordance with BWUH policies and procedures including customer care, equal opportunities and health and safety procedures.
- Undertake all duties in such a way as to enhance and protect the reputation and public profile of BWUH Ltd.
- Undertake such other relevant duties as may from time to time be required.

Strategy

- Participate in all appropriate and relevant induction and in-service training and in the induction and support of all newly appointed staff.
- Act in accordance with BWUH policies and procedures including customer care, equal opportunities and health and safety procedures.
- Undertake all duties in such a way as to enhance and protect the reputation and

- public profile of BWUH Ltd.
- Undertake such other relevant duties as may from time to time be required.

KEY RELATIONSHIPS

Internal

- Entertainment Marketing Manager
- Marketing Executive
- Senior Marketing Executive
- Marketing and Communications Manager
- Head of Marketing and Communications
- Programming Apprentice
- Programming Manager
- Head of Entertainment
- Event Operations
- Technical Production

External

- Visit Belfast
- Photographers
- Videographers
- Public Relations Agency
- Digital Marketing Agency

PERSON SPECIFICATION

Competencies

Applicants will be required to demonstrate evidence of the following competencies through the selection and recruitment process:

Communication skills: exceptional written communication skills are vital to this role. Applicants must possess a flair for devising clear, creative and compelling content that is appropriate for the platform from which it will be published. Effective oral communication skills are also required to build positive working relationships with colleagues, representatives of other departments and external stakeholders

Organisational skills: an organised and conscientious approach with exceptional attention to detail as well as an ability to independently manage workloads and tasks

Information technology skills: the ability to use Microsoft packages as well as all main social media and content creation platforms

Essential Criteria

Applicants must:

- Be working towards a university degree in a relevant discipline.
- Have relevant experience of social media content creation and scheduling.
- Be able to provide clear examples of employing strong organisational skills and initiative when working on a specific project.

Desirable Criteria

- Relevant experience managing using a website content management system, e.g. WordPress or similar.
- Relevant experience in the use of email marketing tools, e.g. Mailchimp, ActiveCampaign.
- Relevant experience of conducting research and compiling relevant reports
- Experience working in a busy office environment.

Shortlisting criteria

BWUH Ltd. reserves the right to shortlist only those applicants who have demonstrated the appropriate level of experience as noted in the Job Description.

The applicant should highlight on their CV industry specific qualifications, certificates and experience as well as educational achievements.

Please note that it is the applicants' responsibility to ensure that their CV, covering letter and Monitoring Form are submitted by this closing date and time. Any offer of employment is subject to the receipt of proof of eligibility to work in the UK and proof of any required qualifications.

BWUH Ltd. treats personal data collected during the recruitment process in accordance with the organisations data protection policy. Information about how your data is used and the basis for processing your data is provided in the BWUH Ltd. applicants' privacy notice, a copy of which is available on our website.

To Apply

To apply for this post, please upload your CV, and a covering letter detailing how you meet the essential criteria via the following link:

<https://iccbelfast.com/careers>

or

by post to; HR Team, Waterfront Hall, 2 Lanyon Place, Belfast. BT1 3WH

The deadline for applications is Friday 06 March 2026 at 5pm.

The applicant should highlight on their CV industry specific qualifications, certificates and experience as well as educational achievements.

Please note that it is the applicants' responsibility to ensure that their CV, covering letter and Monitoring Form are submitted by this closing date and time. Any offer of employment is subject to the receipt of proof of eligibility to work in the UK and proof of any required qualifications.

Short-listing, testing and interview dates

It is envisaged that interviews will be held on W/C Monday 16 March 2026.

BWUH Ltd. will make all reasonable efforts to accommodate applicants who are unavailable on the specified interview date, but it is under no obligation to do so.

Requiring Reasonable Adjustments Section

We encourage any applicants with a disability to contact us to discuss reasonable adjustments, the intention of which is to enable full participation in the application and selection process.

If you want to contact us to discuss reasonable adjustments, please call us on 07585888240 or Hrinbox@waterfront.co.uk

Guaranteed Interview Schemes

We welcome applications from people with disabilities and operate a Guaranteed Interview Scheme. This means if you have a disability, and you apply and meet the essential criteria for one of our positions, we will consider your application under this scheme and guarantee you an interview.

Your application will be considered like all others, by measuring it against the essential criteria as set out in the employee specification but any short-listing or desirable criteria will not be applied to you.

Selection methods, such as computer-based skills tests, paper-based aptitude tests, situational judgement tests, driving assessments and assessment centers, are deemed to be part of the essential criteria. This means that all applicants must sit and pass these tests or assessments.

If you want to more information about the Guaranteed Interview Scheme, please call us on 07585888240 or send an email to HRinbox@waterfront.co.uk