

Application Pack

Business Development Executive

Fixed term - 1 year

[Closing date Friday 14th August 2026](#)

**visit
Belfast**



About Us

Visit Belfast is the official destination marketing and management organisation (DMMO) for the Belfast City Region. We are responsible for promoting Belfast as a leading city break, business events and cruise ship destination, providing visitor servicing to warmly welcome visitors to the region. We are an innovative, public/private sector partnership funded and supported by Belfast City Council, Tourism Northern Ireland and the private sector.

Visit Belfast represents nearly 500 tourism businesses across the industry including accommodation providers, attractions, venues, experience providers, tour operators, transport providers, restaurants and cafes, pubs, clubs and event organisers.

We are a multi-award winning organisation that is set to deliver over 850,000 visits, 450,000 bednights and £141m in economic impact to the city region in 25/26 through our focus on short breaks, business events, cruise and visitor servicing activity.

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Our Core Purpose

...to create and service visitors for Belfast and Northern Ireland in order to generate economic benefit and inclusive growth, creating jobs and prosperity for the city region, and enabling Belfast to become a more sustainable place to visit, meet and live in.

Visit Belfast is committed to playing our part in delivering a more sustainable Belfast and work with our industry and funders to put sustainability at the heart of our organisation and city development. Belfast is now ranked in the Top 10 destinations globally in the Global Destination Sustainability Index.



Join the Team

Be Part of It

The importance of tourism to the city economy and Belfast to the regional visitor economy cannot be overstated. Twenty-five years of tourism growth has welcomed millions of visitors to the city and been a catalyst for the regeneration of Belfast. It has established hundreds of new enterprises for our economy, thousands of jobs for our residents and created opportunities for our communities and neighbourhoods. Tourism has played an important part in enriching the culture, vibrancy of the city and the quality of life for all the people who call Belfast home.

With landmark investment planned in tourism through the Belfast Region City Deals, major events to welcome, significant hotel and tourism development underway, there has never been a better time to join Visit Belfast.

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Our Strategy

Visit Belfast's three-year strategy: New Horizons for Belfast City Region 2024-2027 is focused on enhancing Visit Belfast's efforts to:

- Grow the visitor economy in the Belfast city region in an inclusive and sustainable way
- Position the Belfast city region as a front of mind destination for leisure visits, business events and days out
- Enhance the experience for visitors by showcasing Belfast city region as a diverse and welcoming destination with a unique neighbourhood offer
- Accelerate our approach to championing sustainability, pioneering impactful initiatives, inspiring sustainable choices amongst visitors and clients and telling Belfast's sustainability story.

Business Plan

[You can read more and download our Business Plan here.](#)



About this Role

This role is based in Visit Belfast's Business Development Directorate as part of our Business Events Sales Team.

Our multi award-winning business team are responsible for promoting Belfast and Northern Ireland across the UK & Ireland, Europe and US as a leading destination for conferences, meetings and events.

The team work with our industry partners to identify and convert new business for Belfast and the wider region. This role involves working with our partners, and our local ambassador network to attract high-value business events for the city in a range of key sectors from life and health sciences, technology, agri-food, advanced manufacturing and business/professional services.



The Role

Position

Business Development Executive

Type

Full time, temporary, 1-year fixed term

Department

Business Development

Reporting to

Senior Business Development Manager

Salary Range

£26,715 - £32,857

Location

9 Donegall Square North, Belfast BT1 5GB

Purpose

Working as part of the Business Events Team, the postholder will be responsible for identifying, prospecting and generating qualified new opportunities to build Belfast's conference, meetings and events sales pipeline. They will engage with associations, corporate organisations, event planners, professional conference organisers (PCOs), agencies and members of Visit Belfast's NI Ambassador Network to research and qualify opportunities that support the team's annual sales targets.

The successful candidate will support Visit Belfast's strategic objectives by increasing the pipeline of business events that deliver economic impact, enhance Belfast's profile as a leading business events destination and contribute to the city's growth ambitions.

Duties & Responsibilities

- Conduct in-depth sales research to identify and qualify new business event opportunities for Belfast and support lead generation and sales targets.
- Utilise digital tools, CRM insights, team and industry research to understand event requirements and potential for Belfast as well as client and competitor insight.
- Research association meetings, corporate events and sector-specific conferences aligned with Belfast's and Northern Ireland's key economic sectors.
- Assist the team in development and delivery of business development and sales campaigns.
- Support the Business Development Manager in researching and qualifying opportunities through the NI Ambassador Network - both identifying potential new ambassadors and surfacing opportunities through the existing network.
- Develop new business event opportunities through outbound prospecting to associations, corporate organisations and PCOs (professional conference organisers) and event owners
- Ensure all lead management activities comply with Visit Belfast policies and procedures.
- Maintain accurate and up-to-date lead and contact records and comprehensive notes within the CRM system.
- Assist the Business Development Manager and Business Events Account Managers in building and assessing the pipeline of qualified conference, meeting and business event leads.
- Work closely with the team to progress leads - compiling briefing and profile notes on CRM and ahead of sales meetings and handovers ensuring a seamless transition from research to business development.
- Support follow-up communications to keep leads warm between initial contact and handover to a Business Development Manager.
- Track lead progression, sales stage, conversion rates and targets and produce regular sales pipeline updates for the team and senior management.



Duties & Responsibilities

- Monitor industry intelligence, market trends and competitor activity to identify emerging opportunities for Belfast.
- Support the development and updating of business events marketing content, including bids, proposals, presentations and business events website.
- Assist digital marketing initiatives relating to business events, including campaigns and promotional activity.
- Attend tradeshow and events to generate leads and promote Belfast, as required.
- Work effectively as part of a team and with other Visit Belfast departments.
- Undertake other duties as required by the Head of Business Events.
- To undertake work out of normal office hours as required.
- To carry out all duties with full regard to Visit Belfast's equal opportunities and fair employment policies.
- Travel on behalf of Visit Belfast is an essential part of the job.
- Clean driving license and access to a car for work purposes is desirable
- To undertake any other duties as required by Visit Belfast.



Personal Specification

Essential

Qualifications

- Degree level qualification, or equivalent, (i.e. Bachelor's Degree with Honours, Bachelor's Degree etc.) in a relevant discipline.

Relevant Experience

- Minimum of one year experience in sales, business development and or research
- Experience of meeting targets and key performance indicators
- Experience of working in a target driven environment
- Proficiency in all key Microsoft Office platforms
- Excellent communication and presentation skills.

Special Aptitudes

- Strong research and analytical skills.
- Strong organisational and project management capabilities.
- Monitoring and evaluation skills.
- Strong attention to detail
- Fully IT literate
- Decision making – ability to make operational decisions in an effective manner to achieve objectives.
- Ability to work as a team
- Self-motivated and ability to work on own initiative.

Circumstances

- Available to work outside normal hours.
- Willing to travel occasionally

Desirable

Qualifications

- Degree level qualification, or equivalent, (i.e. Bachelor's Degree with Honours, Bachelor's Degree etc.) in Business, Tourism, Events or Marketing.

Relevant Experience

- Experience using digital packages (such as Salesforce or CRM, Canva and digital research tools systems)
- Knowledge of the tourism, events and hospitality sector
- Working knowledge understanding of business tourism, conferences, meetings and events sector

We Offer...

Attractive pension scheme with a 19.7% employer contribution.

25 days annual leave (pro rata) with an additional 11 public holidays.

Hybrid working (3 office days and 2 days working from home).

Opportunity to work at a city-level, working with leading industry partners and where you can make a real impact.

Inclusive working environment with regular staff engagement events and activities.

Opportunity to work in a dynamic, fun and welcoming industry.

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Our Values — We Are;

people centred

Our welcome is
second to none and
we embrace it

Our community, stakeholders, partners, visitors and staff are at the heart of everything we do. We strive for an inclusive, warm welcome. Our staff are proud to showcase the city of Belfast and we go the extra mile for visitors and for each other.

responsible

We champion the
city's strengths and
protect them for future
generations

Our vision is clear, future proof our city for generations to come. We encourage our visitors to make sustainable travel choices, enjoy our green spaces and attractions, and support local businesses who are working hard to make Belfast a resilient city.

influential

We have confidence and
conviction to be the best

We lead the promotion of our city. Tourism is a force for good, driving economic, environmental and social well-being. We are results-oriented and driven by our desire to do and be the best.

adaptable

We roll with the punches
and punch above our weight

Things change, and just like our weather, the world can be unpredictable. We're agile and fast moving, adapting to opportunities and dealing with challenges that lie ahead. No matter what comes our way, we ensure our visitors, staff and communities are front of mind.

collaborative

Working together
is in our DNA

We share a collective ambition to see Belfast flourish. Partnership is what sets us apart. We share information and insights to ensure our city provides the best offering to our visitors and communities.

honest

We are genuine and our
passion for Belfast is real

We promote a city we love and believe in. We share authentic stories and are proud of our progress. We are honest with our communication and promotion, we do what we say and we say what we do.

Apply Now!



CVs should be sent to:
jobs@visitbelfast.com

Visit Belfast is an equal
opportunities employer

Closing date:
12pm Friday 14th August 2026

- Late applications will not be accepted.



**visit
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Visit Belfast, 9 Donegall Square North, Belfast BT1 5GB Northern Ireland

