

Application Pack

Digital Marketing Assistant

27th July 2026 at 12pm

**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 over 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 with 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.



Be Part of It

The importance of tourism to the city economy and Belfast to the regional visitor economy cannot be overstated. Twenty-six 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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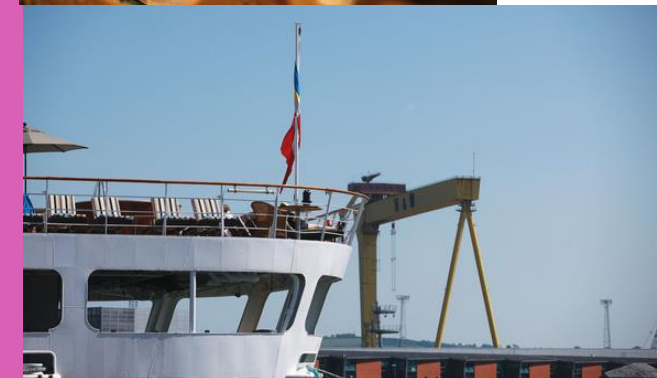
Our Strategy

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.](#)



The Role

Position

Digital Marketing Assistant

Type

Fixed Term Contract, One Year, September 1st 2026 – 31st August 2027

Department

Marketing, Digital and Communications

Reporting to

Web and SEO Manager

Salary Range

To be discussed at interview stage

Location

9 Donegall Square North, Belfast BT1 5GB

Purpose

Reporting to the Web and SEO Manager, you support the day to day running of Visit Belfast's digital marketing, with visitbelfast.com at the centre of the role. The website is the UK's first social-first tourism site and one of our most important channels for reaching visitors, so keeping it accurate, current and working properly matters.

You keep listings, events and offers up to date, produce and schedule content across web and social, and take on the coordination and admin that keeps campaigns moving. You work across the full marketing team, from the website and social through to paid media, publications and data.

This is a hands-on placement year and a strong first step into digital marketing. Over 12 months you learn across web, content, social and data, with mentoring and training from an experienced, award-winning team, and real responsibility from the start.

Duties & Responsibilities

Campaign and marketing support

Support the wider team's campaigns from planning through to delivery and wrap-up.

Help produce brochures, guides and other collateral, including copy checks, proofing and coordinating with designers and printers.

Gather assets, track deadlines and keep campaign activity on schedule.

Pitch in on team projects and one-off tasks as they come up.

Administration and coordination

Provide general admin support to the marketing team, including scheduling, note taking, raising purchase orders and processing invoices.

Coordinate campaigns and projects by tracking timelines, chasing actions and keeping shared documents organised.

Liaise with partners, suppliers and agencies on routine day to day queries.

Maintain trackers, contact lists and shared files so the team can find what they need quickly.

Website and content

Update and maintain pages on visitbelfast.com through the CMS, keeping listings, events and offers accurate and current.

Upload and format copy, images and video, checking everything displays properly across devices.

Write, proofread and edit short pieces for the website and other channels, in line with the Visit Belfast tone of voice.

Source and organise photography, video and other assets, and keep the digital asset library tidy and easy to use.

Flag broken links, outdated content and basic SEO opportunities to the wider team.

Data and reporting

Help pull together regular performance reports across website, social and campaign activity.

Gather figures and screenshots for reporting and presentations, and support wider insight tasks as needed.

Keep accurate records of campaign activity and results.



Personal Specification

Essential

You are working toward an undergraduate degree in marketing, digital, communications, media, business or a related subject, and this placement counts toward your course.

You have a genuine interest in digital marketing, social media and content, and you follow what brands and creators are doing.

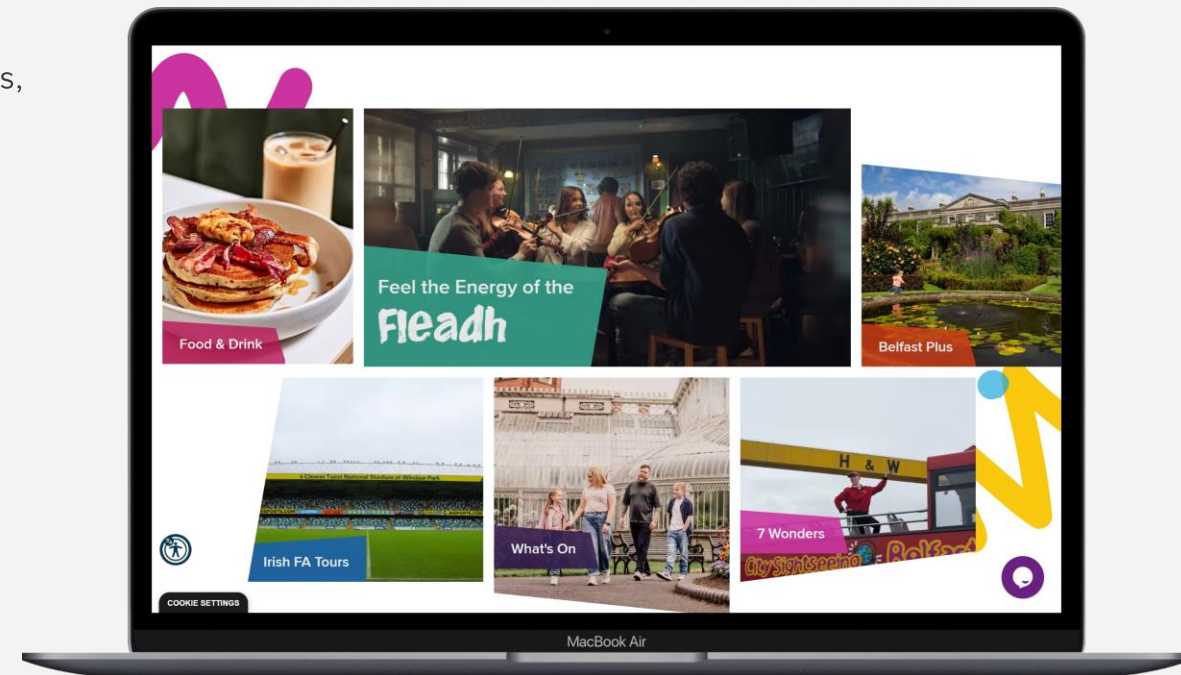
You write clearly and accurately, with good spelling and grammar, and you can adapt your tone for different content.

You are organised, you manage your own time well, and you can juggle a few tasks at once without dropping any.

You are comfortable with everyday digital tools: Microsoft Office or Google Workspace, and social platforms like Instagram, TikTok, Facebook and LinkedIn.
You pay attention to detail and you take pride in getting things right.

You work well in a team, you ask when you are unsure, and you are happy to pitch in wherever the team needs a hand.

You are reliable, professional and keen to learn.



We Offer...

Attractive pension scheme with a 15.5% employer contribution*

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

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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**Current rate - subject to NILGOSC evaluation*

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:
27th July 2026 at 12 pm

- Late applications will not be accepted.



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

