



TOURISM  
NORTHERN  
IRELAND

## Applicant Guide

# Golf Marketing Officer

Staff Officer (SO)

Permanent







**TOURISM  
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IRELAND**

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# About Us

Tourism Northern Ireland is responsible for the development of tourism in Northern Ireland, supporting the tourism industry and for marketing the region as a tourist destination.

As a non-departmental public body of the Department for the Economy, the organisation works closely with other tourism bodies to help develop the visitor economy.

In 2023, almost two million overseas visitors chose to visit Northern Ireland, generating £1.2 billion in tourism expenditure.


Around 70,000 people work in the industry, which accounts for nine-per-cent of all jobs in Northern Ireland.

In addition, more than 70% of the jobs are located outside of the Belfast area, playing a critical role in breathing life into cities, towns and villages.

Going forward, the tourism sector is well placed to deliver a more sustainable, more productive, regionally balanced economy which can deliver good jobs.

Tourists increasingly want to engage with real life experiences which give them a sense of the culture and heritage of the places they are visiting, and Northern Ireland has that in abundance.

Across the North, there has been an unprecedented growth in authentic, local tourism experiences which give visitors the opportunity to explore the local way of life and engage with local people.



Tourism NI's consumer brand 'Embrace a Giant Spirit' continues to go from strength to strength, encapsulating the spirit of the people, the warmth of the welcome and the authenticity of the visitor experience.

Tourism NI is also closely involved in the tourism elements of the City and Growth Deal Programmes which will be crucial in helping to secure more spend from international visitors to the island.

Looking ahead, this is a particularly exciting year for tourism in Northern Ireland with the return of The Open to Royal Portrush this summer.

Following The 148th Open in 2019, there has been ongoing investment in Northern Ireland particularly in the accommodation sector with a number of new properties and acquisitions including the recently opened Dunluce Lodge in Portrush.

Northern Ireland has now become an increasingly popular destination for the lucrative golf and luxury segments of the tourism market.

With 2025 now in full swing, there is certainly a lot to look forward to as Northern Ireland continues to showcase its world-class tourism offering.

## **We welcome your application...**

This is truly an exciting time to get involved in Northern Ireland tourism. If you believe you have the necessary credentials, passion, and enthusiasm for this role, we would be delighted to explore the opportunity with you further.

# Why Work for Us?

## Generous Leave Allowance

A generous leave allowance of 25 days per year (pro rata for part-time), increasing to 30 days after 5 years' service.

In addition, Tourism NI recognises 12 public/bank holidays.

## Hybrid Working

The post holder will combine working at home / remotely with Tourism NI's vibrant city centre offices in Linum Chambers, Bedford Street, Belfast.

Travel within Northern Ireland, the UK, the Republic of Ireland, and overseas will be required due to the nature of the role.

Frequency of travel will be discussed further at interview.

Normal working hours are 9am – 5.15pm, Monday to Friday. Due to the nature of the role / industry, there will be a requirement to work outside of these hours.





## Career Development

At Tourism NI, we believe in investing in our people, encouraging them to achieve and providing support for personal and professional development.

- ◆ We support our employees to progress their careers with a focus on internal mobility, and ability to apply for a variety of temporary, secondment, and permanent roles.
- ◆ We offer a wide range of award-winning learning and development opportunities to support you throughout your career.
- ◆ We provide study leave and financial support to encourage lifelong learning, as well as assisting you with the costs of professional membership fees.

## Future Planning

- ◆ Attractive pension scheme with a 19% employer contribution, with you paying between 5.5 and 10.5% depending on your salary.
- ◆ A progressive salary scale.
- ◆ Enhanced family leave.



## Your Health & Wellbeing

- ◆ Access to Inspire Wellbeing, a free and confidential service providing 24/7, 365 days per year counselling and support services.
- ◆ Occupational Health Service & Access to Beneden Health Membership.
- ◆ Assistance with eye tests and prescription lenses for DSE users.
- ◆ Access to a cycle to work scheme.

## Work/Life Balance

In line with Northern Ireland Civil Service (NICS) Terms & Conditions, Tourism NI is pleased to support our people through the various milestones of their life.

We have developed a range of flexible working practices to make it easier for our employees to enjoy a balance between work commitments and the demands of personal and/or family life.

These include:

- ◆ A generous annual leave and public holiday allowance.
- ◆ A flexible working ('Flexitime') system.
- ◆ Considerations for job-share, term-time, and part-time working.
- ◆ Career Break & Secondment opportunities.



# The Role

**Job Title:** Golf Marketing Officer

**Post Type:** Full Time

**Duration:** Permanent

**Division:** Marketing

**Grade:** Staff Officer

**Remuneration:** £34,524 – £35,712

**£37,694 – £38,990 (including pay  
award effective August 2025)**  
(+19% employer pension contribution)

**Reporting to:** Golf Marketing Manager





# Job Description

## About the role...

The Golf Marketing Officer will play a central part in Northern Ireland's exciting golf tourism journey over the next number of years.

At Tourism Northern Ireland (Tourism NI), our overall objective is to increase international visitor numbers and spend and the continued development of a world class destination.

The Job Holder will support the Golf Marketing Unit in delivering the NI Golf Tourism Strategic Vision and will involve working closely with the golf industry and international trade.

## General Responsibility

The Golf Marketing Officer will support the Golf Marketing Manager in the development and implementation of the Strategic Golf Marketing Framework which will enhance Northern Ireland's positioning as Made for Golf. The overall objective of this Framework will be to raise the international profile of Northern Ireland, integrate geographic activity and increase golf tourism in the lead-up to, during and after Northern Ireland's hosting of major golf events.

## Main Duties

Working alongside the Golf Marketing Manager the Job Holder will be responsible for the following areas and activities:

- ◆ Develop, package, and promote Northern Ireland as an attractive and competitive golfing destination.
- ◆ Ensure work activities and Golf Marketing services that are delivered meet organisational quality and cost requirements and improve services to satisfy customer requirements in line with current legislation, targets and Tourism NI's policies and procedures.
- ◆ Act as a point of contact for enquiries regarding Golf Tourism and Golf Marketing.



- ◆ Develop and nurture relationships with stakeholders and key industry partners to grow the Northern Ireland golf tourism product that will contribute to the achievement of Tourism Northern Ireland's business objectives.
- ◆ Develop an understanding and keep up to date with latest sales and marketing trends in the golf tourism sector thus ensuring innovation and creative thinking in the delivery of marketing communications.
- ◆ Develop and deliver tactical sales activity with key operators and local trade to increase the number of operators programming the Northern Ireland experience e.g. Trade Shows, Conventions and Sales Missions.
- ◆ Assess, evaluate and respond to feedback from customers, and escalate where required to the Unit Manager.
- ◆ Provide input to the market planning process, which will involve the identification and communication of development opportunities including co-operative opportunities for packages and campaigns within the key international golf markets.
- ◆ Produce high quality written communications including business cases, Freedom of Information responses, management reports, submissions and marketing materials providing context, rationale, proposals and recommendations.
- ◆ Support the Golf Marketing Manager to undertake: (i) competitor and market analysis and (ii) product and business audits in relation to key golf market support to define product/market fit for priority segments and to provide specialist advice to Tourism NI and the industry.



- ◆ Carry out evaluations and analysis of activity in order to measure goals and outcomes and to assist in forward planning within the unit.
- ◆ Produce Business Cases, Economic Appraisals and Post Project Evaluations in line with Tourism NI's policies and procedures.
- ◆ Co-ordinate the supply of information, digital assets, and promotional collateral as appropriate for inclusion within partner marketing platforms ensuring profile for Northern Ireland.
- ◆ Provide information and advice on tourism products to the industry (including toolkits).
- ◆ Be responsible for the maintenance of content of the golf section of DiscoverNI to ensure the website is kept up to date, relevant and reflective of current events.
- ◆ Deliver on marketing campaign activity in partnership with Tourism Ireland which includes the ability to produce well written editorial content, manage media and influencer itineraries and produce e-zine and newsletter content for organic marketing activity.
- ◆ Evaluate and report on marketing campaign activity across both social media, YouTube and cooperative campaign activity with specialist golf tour operators.

## Stakeholder Engagement

- ◆ Manage excellent relationships key stakeholders, proactively communicating and sharing information on an on-going basis.
- ◆ Be a focal point for all internal communications across the organisation in relation to Golf Tourism.
- ◆ Develop and co-ordinate a programme of familiarisation (FAM) trips for golfing media, golf ambassadors and tour operators in line with the relevant familiarisation framework and governance.
- ◆ Attend events/meetings either independently or with the Golf Marketing Manager, take minutes and distribute as and when required.
- ◆ Provide Exhibitions and Promotions Support in-market trade and sales exhibitions internationally led by Tourism Ireland, including planning and delivery, recruitment of golf industry partners and effective post project evaluations.
- ◆ In conjunction with the Golf Marketing Manager, plan and deliver golf exhibitions and promotional opportunities at national and regional level throughout Northern Ireland and beyond.

## Financial Management

- ◆ Assist the Golf Marketing Manager with the management and maintenance of the budget portfolio, taking account of value for money, and ensuring that resources are used effectively and in accordance with Tourism NI/Public Sector financial governance, policy and procedure, the FAM Framework and audit recommendations.

- ◆ Prepare Economic Appraisals and Post Project Evaluations, as and when required.
- ◆ Provide feedback to the Golf Marketing Manager on economic appraisals and impact studies in relation to the Golf Marketing work programme.
- ◆ Ensure that all payments and expenses (if applicable) are made in accordance with financial governance, policy, and procedure.
- ◆ Provide regular budget reports to the Golf Marketing Manager and Director of Marketing when required.
- ◆ Ensure that financial administration is undertaken by the Golf Marketing Team, including tracking and reporting as part of budget reviews and departmental returns.


## **Additional Duties**

- ◆ Maintain, store and dispose of Unit records in accordance with Tourism NI policy including the use of record management systems including Microsoft Teams and SharePoint.
- ◆ Assist in the delivery of project work within the Unit and across Tourism NI including representation at working groups and meetings.
- ◆ Contribute to the development of the Unit Plan, the achievement of targets and promote corporate values and behaviours within the team and across the organisation.



- ◆ Provide cover for management within the division to include decision making and attending meetings in their absence.
- ◆ Attend training as and when required and keep abreast of current developments in your area of work.
- ◆ Provide briefing material and draft responses as and when required by Tourism NI's Executive Leadership & Senior Management Teams, Management/Employees, the Board, the Department for the Economy, the Northern Ireland Assembly, members of the tourism industry and the general public within the specified timelines and in an appropriate format.
- ◆ Any other relevant duties required by Tourism NI management.





This job description has been written at a time of organisational change, and it will be subject to review and amendment as the demands of the role and the organisation evolve.

The job holder is therefore required to be flexible, adaptable, and aware that they may be asked to perform tasks, duties, and have responsibilities which are not specifically detailed in the job description, but which are commensurate with the role and/or grade appointed or present an opportunity for development.

# Person Specification

## Essential Criteria

Education, Qualifications, & Experience

### OPTION 1

- i. A relevant sixth level qualification in marketing, business or communications as detailed in the qualification framework (see overleaf).

### AND

- ii. A minimum of 2 years' experience in a B2B and/or B2C marketing role with strong evidence of stakeholder management.

### OR

### OPTION 2

- i. A minimum of 4 years' experience in a B2B and/or B2C marketing role with strong evidence of stakeholder management.





## Desirable Criteria

### Education, Qualifications, & Experience

- i. Experience of working within a public sector role and/or working knowledge of public sector processes and procedures.

## Essential Criteria

### Personal Effectiveness

The Job Holder will also possess an excellent standard of:

- i. Ability to manage resources, projects, and budgets.
- ii. Analytical and Communication skills – both oral and written, with demonstrable experience of consumer promotions and presentations.
- iii. Negotiation, interpersonal and problem-solving skills, and ability to build and maintain successful working relationships.
- iv. Sound organisational, planning and project management skills including the ability to work to strict deadlines and prioritise tasks with attention to detail.
- v. IT and computer literacy skills including the Microsoft office suite.



- vi. Ability to work on own initiative and take the lead where necessary within a team environment.
- vii. Customer-focused care and a commitment to continuous improvement and the ability to build and manage strong relationships and successfully influence and engage with customers and stakeholders, both internal and external.

# Additional Information

This is not an exhaustive list of duties and requirements. The nature of the organisation is such that it must respond to the dynamic environment in which it operates, and the nature of duties, tasks, knowledge, and skills required for this post will evolve and change with time. The job holder is expected to adapt to these changes and develop the role as a result.

Applicants may also need to possess a current driving licence and use of a car for business purposes or have access to a form of transport which will permit the applicant to meet the requirements of the post in full.

## Equality Statement

Tourism NI is committed to equality of opportunity and will comply with the Section 75 of the Northern Ireland Act (1998) which requires designated public authorities to have due regard to the need to promote equality of opportunity in relation to all nine equality categories, and to have regard to the desirability of promoting good relations between persons of different religious belief; political opinion; and racial group.

The Disability Discrimination Act (1995) Section 49A requires designated public authorities to have due regard to the need to promote positive attitudes towards disabled persons, and to the need to encourage participation by disabled persons in public life.

**Tourism NI is an equal opportunities employer.**

## Qualification Framework

Some roles within Tourism Northern Ireland require a specific or minimum level of education which will be stipulated in the essential criteria for the role. When stating a particular qualification Levels.

The most up to date list of recognised qualification levels can be found [a.gov.uk/what-different-qualification-levels-mean/list-of-qualification-levels](https://www.gov.uk/what-different-qualification-levels-mean/list-of-qualification-levels)

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# The Recruitment & Selection Process

## How to Apply

Applications must be completed and submitted online via [tourismni.getgotjobs.co.uk](https://tourismni.getgotjobs.co.uk).

Tourism NI operates a blind recruitment process, therefore only your answers to the criteria questions will be shared with the shortlisting panel. All other personally identifiable information will be removed.

**Tourism NI does not accept CVs.**

## Key Dates

**Advertisement:** Friday 6<sup>th</sup> June 2025

**Closing Date:** Friday 20<sup>th</sup> June 2025

**Shortlisting:** Tuesday 24<sup>th</sup> June 2025

**Interviews:** Thursday 3<sup>rd</sup> July 2025

Please note that these dates are indicative and provided to support candidates in their preparation. Tourism NI may make changes to the above timetable as required.



## Reserve List

Tourism NI may operate a reserve list which may be used in the event this role becomes vacant within the next 12 months.

## Further Information

For more information on Tourism NI and the recruitment process, please visit [www.tourismni.com/about/careers](http://www.tourismni.com/about/careers).

If you have any queries about this specific role, please contact:  
[recruitment@tourismni.com](mailto:recruitment@tourismni.com).

For questions around the online application portal, including technical queries or troubleshooting, please visit:

<https://tourismni.getgotjobs.co.uk/contact>





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