



Job Specification – Marketing & Communications Executive

Role – Full-time, Permanent (40 hours per week)

Salary – Competitive salary, dependent on relevant skills and experience

Closing date for applications – 19 August 2026

Clandeboye Lodge is seeking an experienced Marketing & Communications Executive to help deliver its integrated communications strategy. This is an exciting opportunity for a creative, digitally-minded marketer looking to play a key role within one of Northern Ireland's leading independent hospitality brands.

Set within beautiful landscaped grounds between Belfast and Bangor, Clandeboye Lodge is a four-star boutique hotel, home to the award-winning Coq & Bull brasserie and a renowned wedding and events venue. Each year, the business welcomes over 20,000 hotel guests, serves more than 50,000 diners in the brasserie, hosts over 200 weddings and delivers more than 100 corporate and private events.

With exciting developments ahead, including the launch of a luxury spa, this role offers the opportunity to help shape the next chapter of the brand.

Role Purpose:

Based on-site at Clandeboye Lodge, the Marketing & Communications Executive will work closely with the Marketing Manager to support the delivery of the hotel's marketing strategy through campaigns, compelling content and effective management of key marketing channels. The role will play a central part in strengthening the brand across Weddings, Stays, Dining, MICE and future Spa propositions, driving engagement, lead generation and commercial growth.

Key Responsibilities:

Content Strategy & Campaign Delivery

- Plan, develop and deliver integrated marketing campaigns across digital, PR, email and social channels
- Create engaging content that supports commercial objectives and delivers a consistent brand experience
- Coordinate campaign timelines, creative production, approvals and budgets
- Monitor campaign performance and optimise activity based on insights and results

Content Creation & Brand Storytelling

- Create compelling written and visual content across blogs, email marketing, social media, press releases and print
- Produce engaging short-form video content for digital channels
- Develop and deliver digital PR activity to enhance brand visibility and online presence
- Ensure all content reflects the brand's tone of voice, visual identity and premium positioning

Channel Management

- Manage content across the website, social media, email marketing and paid digital channels
- Maintain integrated content calendars aligned to seasonal campaigns and commercial priorities

- Support SEO through website content, blogs and editorial planning
- Monitor channel performance against key engagement and lead generation KPIs
- Manage customer databases and audience segmentation to support email marketing and lifecycle communications

Stakeholder & Project Management

- Build strong relationships with internal teams to identify marketing opportunities and campaign requirements
- Coordinate photography, videography, design and print projects from briefing to delivery
- Manage relationships with external agencies, suppliers, influencers and content creators
- Support the promotion and delivery of hotel events, including the biannual Wedding Fair

Brand & Asset Management

- Maintain and develop marketing assets, ensuring all communications comply with brand guidelines
- Support the development of guest communications across all business areas
- Conduct competitor benchmarking and market research to identify trends and opportunities
- Champion the responsible use of AI and emerging marketing technologies to improve efficiency while maintaining brand integrity

Personnel specification:

Essential criteria

- 3+ years' experience in a consumer marketing communication role, preferably hospitality sector
- Degree-educated, third-level qualification or equivalent higher education, ideally in marketing
- Highly organised with a structured working practice and an ability to multi-task
- Excellent copywriting, proofreading and editing skills
- Experience creating and editing content for digital channels, including photography and video
- Excellent communication skills and ability to build effective working relationships

Desirable criteria

- Experience using Meta Business Suite and email marketing platforms (Mailchimp or similar)
- Experience managing websites using a CMS
- Experience using GA4
- Experience in the hospitality or wedding sector

Package

- Competitive salary, dependent on experience – £30,000-£33,500
- Annual leave – 28 days per year
- Company pension
- Free on-site parking
- Complimentary lunches each working day
- Employee discounts across the hotel and brasserie
- Ongoing learning and professional development



Application process:

Initial applications are invited from candidates who meet the criteria by submission of a current CV and a cover letter, including the following details:

- Reason for applying for this job
- How your skills, experience and achievements demonstrate your suitability for the role
- Any other relevant information in support of your application

Applicants are also welcome to submit a portfolio of recent work if relevant. Please send to digi-desk@clandeboyelodge.co.uk.

The Clandeboyelodge is an Equal Opportunity Employer. To comply with current NI legislation, all applicants are required to complete an equality questionnaire. Please complete the questionnaire online [here](#).