

BELFAST CITY MARATHON



Welcome to Belfast City Marathon

Dear Applicant,

Belfast City Marathon is seeking to recruit an experienced Marketing and Commercial Manager to lead and deliver ambitious marketing activity across one of Northern Ireland's most recognized sporting events.

Belfast City Marathon is honoured to offer two major sporting events to the athletics calendar annually in Northern Ireland: Phoenix Energy Belfast City Marathon (May) and the Phoenix Energy Belfast City Half Marathon (September), alongside the Phoenix Energy Belfast City Women's 10k (June) and the Phoenix Energy Belfast City 5k (November).

As an organisation we are proud of all our participants as they take on their personal challenge whether it is the 26.2-mile run, half marathon, 10k, leg of the relay team or a 5k. We are grateful for the support of the community who act as volunteers over Race Weekend as well as supporting the athletes as they run, walk, or jog past their front doors.

In 2026 we look forward to celebrating our 44th year and appeal to all to get involved and be part of running history in Northern Ireland with the Belfast City Marathon.

This is a unique opportunity to work with Belfast City Marathon to deliver successful events.

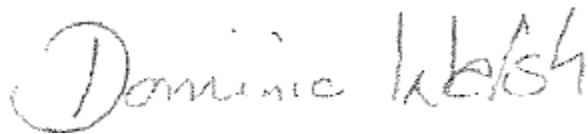
We are seeking a self-starter with excellent initiative and communication skills and who has a passion for marketing and a desire for continuous commercial improvement.

This is a senior, hands-on role suited to a strategic marketer with strong digital expertise, proven leadership skills, and a passion for events and community engagement.

The closing date for application is **Thursday 12th February 2026 at 12noon.**

Late applications will not be considered.

Yours sincerely



Mr. Dominic Walsh, Chair of Belfast City Marathon.

Belfast City Marathon

Who are we?

Belfast City Marathon Ltd was set up in 1982 with 3,021 people taking part in a marathon only event. In 2026 the Company will celebrate its 44th year (cancelled event in 2020 due to Covid-19) with title sponsor “Phoenix Energy” and look forward to local, national, and international participants lining the Prince of Wales Avenue at Stormont Estate for the start.

In 1989 the organisers introduced the Team Relay event for teams of 2-5 runners to follow the marathon course. In 1997 the Fun Run and Walk Events were added to the Company’s portfolio. In 2013 a second date was added to the running calendar with a half marathon taking place on the 3rd Sunday in September annually. 2023 saw the introduction of our first women’s only event, the 10k and more recently in November 2024 a family festive 5k was staged.

Since its inception in 1982 over 850,000 people have participated in one of the events whilst raising millions of pounds for local charities.

What do we do?

The main purpose of the company is to plan and deliver the annual Belfast City Marathon (May), Belfast City Half Marathon (September), Belfast City Women’s 10k (June) and the Belfast City 5k (November) encouraging people to stay physically active and raise money for local charities.

Our core work values.

- To increase the physical activity of people of all ages and genders locally, nationally, and internationally.
- To engage with the public/private/charity sector by offering opportunities including volunteer duties.

JOB DESCRIPTION

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| Job Title | Marketing and Commercial Manager |
| Location | Marathon Office, Sir Thomas and Lady Dixon Park, Upper Malone Road, Belfast BT17 9LA *Part Time Hybrid working considered. |
| Hours | 37 hours per week |
| Salary | £37,000 per annum |
| Report To | Chief Executive |

Job Purpose

The Marketing and Commercial Manager is responsible for shaping and delivering the organisation's marketing strategy, driving participant growth, strengthening brand presence, and supporting income generation through sponsorship activation and the sale of exhibition space.

Working closely with Chief Executive, you will lead integrated marketing campaigns across digital, content, PR, and event channels, while managing budgets, suppliers, and internal resources.

Key Responsibilities

- Lead the development, implementation, and evaluation of the annual marketing strategy, ensuring alignment with organisational objectives, event delivery timelines, and commercial priorities
- Plan, deliver, and optimise integrated marketing campaigns across digital, content, PR, and event channels to drive participation, engagement, retention, and brand growth.
- Act as brand guardian for Belfast City Marathon, ensuring consistent messaging, tone of voice, and visual identity across all communications, platforms, and stakeholder touchpoints.
- Oversee all digital marketing channels, including website management, email marketing, social media, and paid advertising, ensuring content is timely, engaging, accessible, and performance-driven.
- Support and contribute to commercial income generation, including the marketing, promotion, and sale of exhibition space at events, working collaboratively to maximise revenue and exhibitor uptake.
- Work closely with partners, sponsors, and exhibitors to deliver agreed marketing benefits, maximise visibility, engagement, and return on investment, and maintain strong long-term relationships.

- Manage and maintain effective working relationships with external agencies, suppliers, designers, photographers, media partners, and other contractors, ensuring high-quality delivery and value for money.
- Provide regular insight, analysis, and performance reporting to the Chief Executive, including campaign performance, audience data, digital metrics, and commercial outcomes, with clear recommendations for improvement.
- Manage the marketing budget, monitoring expenditure against forecast, ensuring cost control, transparency, and best value, and contributing to financial planning and reporting processes.
- Lead, support, and develop marketing staff, freelancers, or contractors where applicable, fostering a collaborative, high-performing, and deadline-driven working environment.
- Support marketing and communications activity before, during, and after events, including key announcements, participant communications, on-the-day messaging, and post-event evaluation.

Person Specification

About You

You will be a confident, commercially aware marketer with a strong track record of delivering impactful campaigns.

Knowledge and experience

Essential criteria:

- Degree in Marketing, Business, Communications, or a related discipline
- 3 years significant experience in a senior marketing role
- Strong digital and integrated marketing expertise
- Commercial awareness with experience supporting income-generating activity
- Excellent communication and stakeholder management skills

Desirable Criteria:

- Experience in events, sport, charity, or not-for-profit sectors
- Experience working with exhibitors, sponsors, or commercial partners
- Experience managing agencies and external suppliers

Skills

- Excellent Communication skills both written and verbal with the ability to deal with a wide range of clients at all levels.
- Excellent Time Management skills.
- Excellent relationship building skills.
- Effective team building skills.
- Proficient in the use of Microsoft word, Excel, and PowerPoint.
- The ability to manage, motivate and lead a team of staff.
- The ability to manage under pressure and work to targets and tight deadlines.
- To be self-motivated and have the ability to work: independently or as part of a team.

- The ability to work on your own initiative and to use initiative to solve problems and make decisions.

General

The key responsibilities above give a broad outline of the functions of the post. However, these duties must be approached in a flexible manner. The post holder will be expected to adapt to changing circumstances and undertake other duties appropriate to the grade of the post as allocated by your line manager as part of working in a small team to deliver the Belfast City Marathon from time to time.

- To adhere to existing work practices, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems.
- To demonstrate their commitment to Belfast City Marathon by their regular attendance and the efficient completion of all tasks allocated to them.
- It will be necessary to work with information technology and associated systems in accordance with Belfast City Marathon Policies and Procedures.
- To co-operate with Belfast City Marathon in complying with relevant health and safety legislation, policies, and procedures, in the performance of the duties of the post.
- To perform duties and responsibilities of the post in compliance with Belfast City Marathon's equal opportunities policies.
- To maintain confidentiality and observe data protection and associated guidelines where appropriate.

Conditions of Service

Position: Marketing and Commercial Manager

Location: Marathon Office, Sir Thomas and Lady Dixon Park, Upper Malone Road, Belfast, BT17 9LA.*

*Part time hybrid working considered.

Reports to: Chief Executive

Salary: £37,000 per annum

Hours: 37 hours per week.

Leave: 25 days leave per year (30 days leave after 5 years' service).

Customary holidays 11 days per year - The Belfast City Marathon Office closes across the whole festive period – this normally necessitates 3 days of annual leave to be taken by all staff.

Probationary Period: 6 months

a) Pensions

All employees will pay a minimum of 5% of their salary monthly and Belfast City Marathon Ltd will also contribute 5%.

b) Employee Assistance Programme

All employees will be entitled to membership of the organisation's employee assistance programme. Providing around-the-clock access to high quality and professional support on a wide range of real issues.

c) Work Uniform

All employees will be required to wear a suitable branded uniform at all events, and this will be provided by Belfast City Marathon.

The Recruitment Process

Please read the following carefully before completing your application form.

Application form (available as a separate document).

The application form: All sections must be completed, if it is not applicable state so. Applicants, please ensure that you first read the essential criteria on the person specification and the duties on the job description to see if you are suitable for the post. If you feel you are, you must write specific examples on the application form demonstrating how you meet every essential criteria – as this is what the short-listing will be based on.

Personal details: Make sure that your contact details are clearly displayed. If you move house, between sending in your form and being interviewed, please let us know as soon as possible. All personal details will be removed prior to the selection process.

Shortlisting: Applicants will be shortlisted against the criteria in person specification.

The interview: All shortlisted applicants will be contacted via email to confirm if they will progress to the interview stage.

If successful at interview stage, applicants will be asked questions relating to the job description, person specification and application, and the panel will take notes during the course of the interview. This is part of the procedure to ensure that all applicants are treated equally, and to help us to make the right decision.

In preparation for the interview, take the opportunity to read through the job description, application form, and any other literature sent as part of the information pack, and be prepared to talk about your experience, giving examples that illustrate your ability to do particular parts of the job. If you have any special requirements that would allow you to participate more fully in the interview, let the team know when you are invited to the interview.

Belfast City Marathon reserves the right not to appoint following interview.

Applications will only be accepted on the official application form. Attached CV's will not be considered, either in lieu of the application form or in conjunction with it.

How to apply:

Applications can be downloaded from <https://belfastcitymarathon.com/event-info/jobs>

It is the responsibility of the applicant to ensure an email or signed hard copy of the complete forms, together with an Equal Opportunities monitoring Form, (please put it in a separate email marked Monitoring Officer is returned by **12 noon on Thursday 12th February 2026**.

Applications received after this time and date will not be accepted.

Please send your completed application from to: claire.oneill@belfastcitymarathon.org by **12 noon on Thursday 12th February 2026**.

Interview invites will be issued after this date.

We look forward to hearing from you and wish you all the best in your application and the process ahead.

Privacy notice for Applicants

1.Introduction

Belfast City Marathon is a “data controller.” This means that we are required under data protection legislation to notify you of how we will collect and process your personal data relating to job applicants as part of our recruitment process. This notice will explain how we collect your personal data, its use, storage, transfer, and security. We will also explain what rights you have in relation to how we process your personal data. It is important that you read this notice, together with any other privacy notice we may provide during your employment. so that you are aware of how and why we are processing your personal data. We may update this notice at any time.

2. Data Controller Obligations

We are required by law to ensure that when processing any of your personal data that it is:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept in a form which permits you to be identified for only as long as necessary for the purposes we have told you about.
- Kept securely.

3. Information we collect about you

- Your name, salutation, addresses, contact numbers, and personal email addresses.
- Date of birth.
- Gender and religious background.
- Identification documentation -Copy of driving licence, passport etc.
- Documentation relating to your right to work in the UK.
- Copies of the right to work documentation.
- References and other information included in or cover letter or as part of the application process.
- Records of your previous employment (including job titles, work history, working hours, training records and professional memberships and salary details)
- Information from interviews you may have.

4. Collection of Data

We may collect this information in a variety of ways. For example, data might be contained in application forms (including when these are sent to us as part of speculative applications or queries), obtained from your passport or other identity documents, or collected through interviews or other methods of assessment or an employment agency. We may also collect personal data about you from third parties, such as references supplied by former employers. We will seek information from third parties only once a job offer has been made to you.

Personal Data is kept in personnel files or within Belfast City Marathon HR and IT systems.

5. Usage of your personal data

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

- To process your application and to help us decide whether to make an offer of employment to you.
- Where we need to comply with a legal obligation.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

6. Purpose for using your personal data

We may process your data for the following purposes:

- Making a decision about your recruitment or appointment.
- AccessNI checks.
- Determining the terms on which you work for us. Checking you are legally entitled to work in the UK.
- To prevent and detect fraud.
- Equality and diversity monitoring.

How we process “special categories” of more sensitive personal information

We may also collect, store, and use the following “special categories” of more sensitive personal information:

- Information about your race or ethnicity, religious beliefs, sexual orientation, and political opinions.
- Trade union membership (only where you have mentioned this in your application e.g., where you list being a union representative in “positions of responsibility”).
- Information about your health, including any medical condition, health and sickness including pre-employment screening.
- Information about criminal convictions and offences.

We only collect criminal conviction data where it is appropriate given the nature and where the law permits us. This data will usually be collected at the recruitment stage; however, it may be also collected during employment should you be successful in obtaining employment.

These “special categories” of particularly sensitive personal information require higher levels of protection. We need to have further justification for collecting, storing, and using this type of personal information. Our data protection policy contains details of the safeguards which we are required by law to maintain when processing such data.

We may process special categories of personal information in the following circumstances: Where we need to carry out our legal obligations or exercise rights in connection your application. For example, we will use information about your physical or mental health, or disability status, to ensure your health and safety in the workplace and to assess your fitness to work, to provide appropriate workplace adjustments, to monitor and manage sick absence and to administer benefits.

If you do not provide your data to us One of the reasons for processing your data is to allow us to carry out an effective recruitment process. Whilst you are under no obligation to provide us

with your data, we may not be able to process or continue with your application.

7. New purpose for using personal data?

We will only use your personal data for the stated purposes, unless we consider that there is a need to use it for another reason and that reason is compatible with the original purpose. However, if we consider that it is necessary and reasonable to use your personal data for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so.

There may be circumstances where we have to process your personal data without your knowledge or consent, where this is required by law and in compliance with the above rules.

8. Automated decision making

It is our intention that you will not be subject to automated decision making, which will have a significant impact on you unless we have a lawful reason for doing so and we have notified you.

9. Third party service providers and data security

Third party service providers are only permitted to process your personal data in accordance with our specified instructions. They are also required to take appropriate measures to protect your privacy and personal information. We do not allow your information to be used by the third parties for their own purposes and business activities.

10. International transfer outside of the European Economic Area (EEA)

We may transfer personal information outside the EU. If we do, you can expect the information to be held and used in a way that is consistent with, and which respects the EU and UK Laws on Data Protection.

11. Data Retention

We will retain your personal data for as long as necessary to fulfil the purposes we collected it for. Our retention policy details the periods of retention for the different types of personal data. We are only allowed to keep your information if we need it for one of the reasons we describe above.

12. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

13. Your Rights

- The right to be informed.
- The right of access to make a subject access request – you can request a copy of the personal data we hold about you.
- The right to rectification – you can ask that we correct any personal data found inaccurate

or out of date.

- The right to erasure – you can ask that your personal data is erased the right to restrict processing – tell us to stop using information about you to sell products or services.
- The right to data portability - provide you or someone else (on your request) in a structured, commonly used, and machine-readable format with the information you have provided to us about yourself.
- The right to object - you can tell us you longer would like us to process your data and to stop processing.
- Rights in relation to automated decision making and profiling – request that we do not make decisions about you that allows computers to make decisions about you based solely on automated processing.

You have the right to complain about how we treat your Personal Data and Special Personal Data to Information Commissioners Office on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England.

14. Your duty to inform us of any changes

In order that we can ensure that the personal data we hold in relation to you is accurate, it is important that you keep us informed of any changes to that data.

15. Important information about this privacy notice

We reserve the right to amend or update this privacy notice at any time. We will provide you with a new notice when we make any updates.