



tourism
northernireland



Industry Recruitment Campaign

**“I’m conducting a study
of human untidiness,
one bedroom
at a time.”**

Sheila, Housekeeper



**Discover amazing opportunities
in Northern Ireland’s tourism
and hospitality industries.**

Explain them any way you want.

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‘Housekeeper’





Billboard Advert (48 Sheet)
Castlereagh Street



**I use my
experience
to make yours
better.**

Stanley, Visitor Experience Manager

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‘Visitor Experience Manager’





Billboard Advert (48 Sheet)
Castlereagh Street

‘Bartender’



“ I practice mixology. It's like biology only with more gin. ”
Andy, Bartender

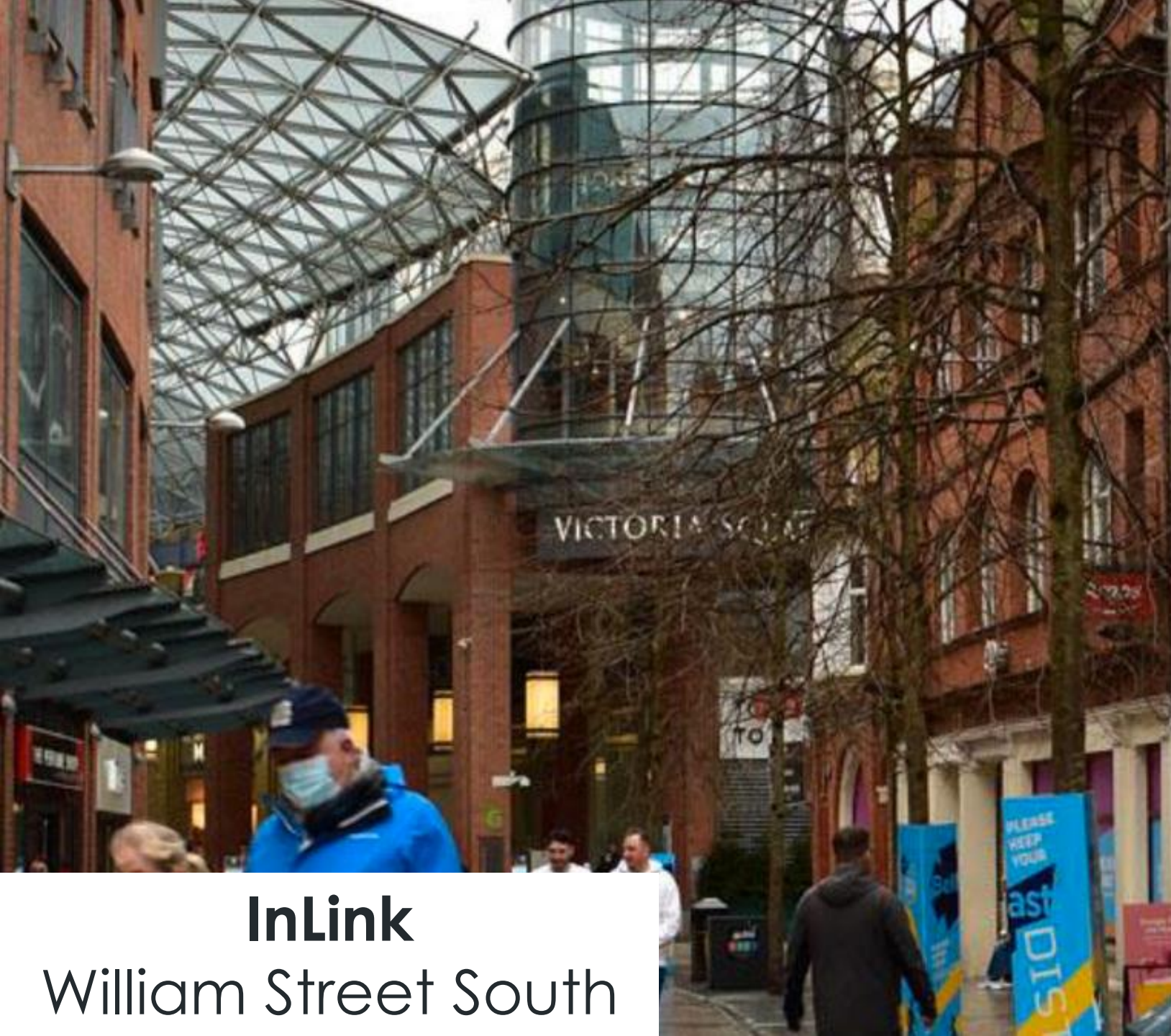
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InLink

William Street South



‘Barista’



“I am a caffeine delivery technician.”

Sharon, Barista

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Adshel Live
Great Victoria Street

‘Chef’



“I am an artist
and my medium
is root
vegetables.”

Dawn, Chef

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Digital Screen #3
Howard Street

global

“I am an artist
and my medium
is root
vegetables.”
Liam, Chef

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‘Events & Promotions Manager’

A woman with dark hair tied back, wearing a brown blazer over a light-colored shirt, stands against a dark background. She is holding a white rectangular sign with a black border. The sign contains a quote in white text, with large opening and closing quotation marks. Below the quote, her name and title are written in a smaller font. At the bottom of the sign, there is a search bar with the text 'SEARCH' and a URL.

“I’m the one who puts the life into live events.”

Frances, Events & Promotions Manager

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Commuter dPod
Great Victoria Street Station

‘Waiter’



“ I figure out that,
yes,
you do have room
for dessert. ”

Ryan, Waiter

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InLink

Cornmarket, High Street

global

“I figure out that,
yes,
you do have room
for dessert.”

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explain them any way you want.

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 **hats**
hats is the new way to travel





**“ I am an artist
and my medium
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vegetables. ”**

Dawn, Chef

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**“ I practice
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It's like biology
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Andy, Bartender

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Radio Adverts



Tweet



Tourism NI
@NITouristBoard



Opportunities of a lifetime in tourism and hospitality.

[#CountMeIn](#)

Go HERE  careerscope.uk.net/NI



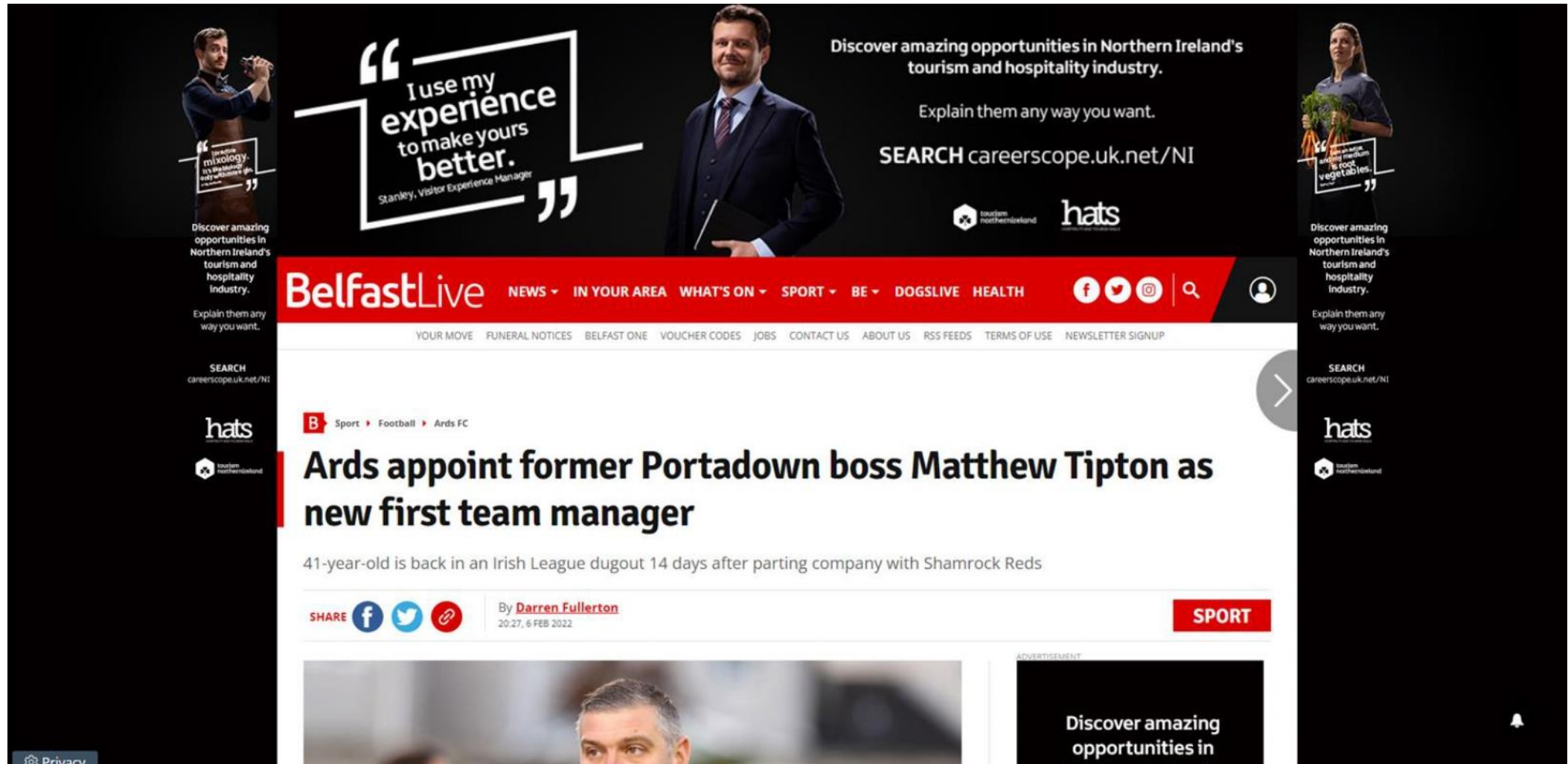
206 views

Add another Tweet



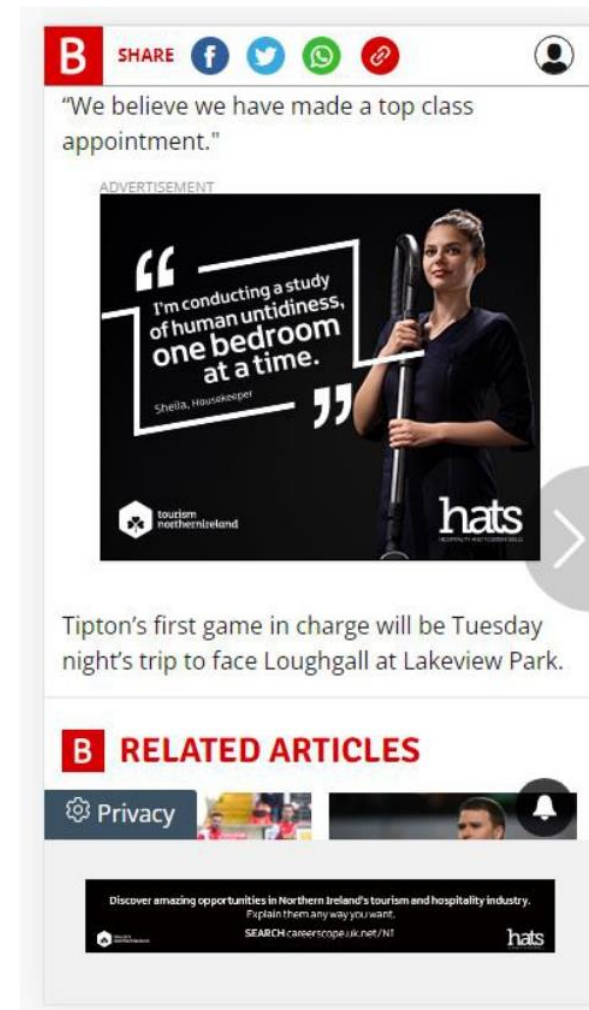
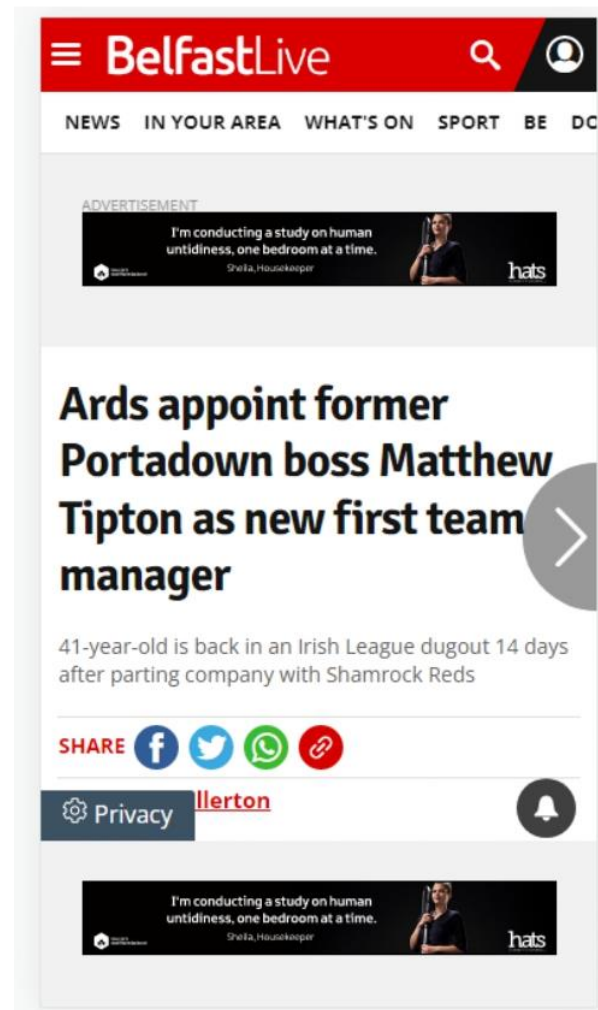
Social Media Post






Belfast Live

Live from 07/02/2022




Belfast Live


Live from 07/02/2022



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Billie Eilish feels 'honoured' after a day of awards success

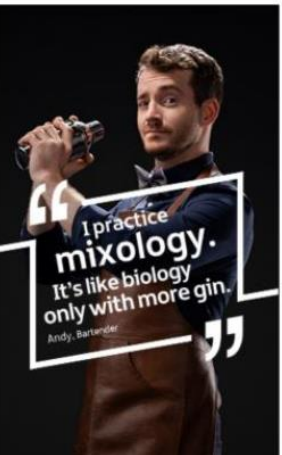
The pop sensation was nominated for an Oscar and received a Brit award on Tuesday.



Billie Eilish feels 'honoured' after a day of awards success (Ian West/PA)

By Mike Bedigan, PA Los Angeles Correspondent
February 09 2022 02:20 AM





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Belfast Telegraph

Live from 07/02/2022



NI to gain 800 new jobs in financial and healthcare sectors



Leigh Meyer, site head of Citi in Belfast



Emma Deighan

February 01 2022 06:00 AM



Over 800 jobs have been announced in Northern Ireland across the financial services and healthcare sectors here.

Citi, NI's largest financial services employer, will bring on more than 300 new staff while independent domiciliary care provider, Connected Health has



Search jobs by

Belfast Telegraph

Live from 07/02/2022



Hospitality chief welcomes relaxation of restriction but tells of damage caused

Colin Neill said restrictions on the sector over Christmas had a "crippling" effect.



Hospitality and retail chiefs have welcomed the relaxation of some Covid-19 restrictions but warned of damage caused (PA)



Belfast Telegraph

Live from 07/02/2022

Belfast Telegraph

News Opinion **Business** Sport Life Entertainment Travel Sunday Life ≡ Sections

[Northern Ireland](#) • [Commercial Property](#)



Premium

30 under 30: Meet the best and brightest NI entrepreneurs making big waves in the world of business

Even after a tough two years for the economy, the future is bright and youth is no obstacle to these entrepreneurs



Belfast Telegraph

Live from 07/02/2022



"Lockdown has been a lonely time," says Molly.

"This project brought a much-needed focus, bringing like-minded people together through the shared experience of wanting to find out more about our rich history and share that with the wider community and public. It has been a real lifeline for some."

It is so important to continue to increase the visibility of LGBT+ people, and that starts by recognising those whose past struggles have granted us our privilege today.

A priority is the development of the LGBT+ strategy that the Department of Communities (DfC) is currently developing. The group is made up of key stakeholders, including Cara McCann, director of H&R&NI, who can represent the views of the sector and help DfC to understand the experiences of, and issues faced by, people in the LGBT+ communities.

Last year, Belfast City Council chief executive Suzanne Wylie received a request for a queer friendly hub, and without conflict or contention, the council committee approved financial aid for the feasibility study.

"The need for an LGBT+ hub to support the community has been developed over many years," reads the letter of request, signed by representatives from H&R&NI, The Rainbow Project, Cara Friend and Transgender NI.

The Northern Ireland Assembly also voted to ban conversion therapy with overwhelming support in what the LGBT+ community describe as a symbolic Stormont vote. The community now works tirelessly



Members of the Gay Liberation Society Party and, left, Molly Farrell

to ensure that 'conversion therapy' is banned in all its forms including all faith based approaches.

Continued support for our trans community is essential as they continue to receive abuse and discrimination through right-wing media – which is, ironically, history repeating itself.

The description of our trans community as paraphiles is similar to how gay men were portrayed in the '50s and '60s. Despite our struggles with accepting our sexualities and coming out in a place

like Northern Ireland, it is still our home. It is where our families live, and we cannot change that.

All we can do, as queer people, is support each other and realise that growing up in a place that does not understand us – or was not quite ready for us – was not necessarily a bad thing; it just made us stronger, more determined.

We may still have a long road ahead of us but the LGBT+ community of Belfast and indeed Northern Ireland are formidable in their vision and ambition.

The LGBT+ community will achieve it, together, proving once again, that when it comes to equality and our equal rights, we stand taller united and, as transformative change is within our grasp, the community of Ireland can begin to live on the island, they, and their forefathers, imagined.

You can find out more about The LGBT+ Heritage project by visiting www.lgbthistoryni.com or find them on Facebook for information on their upcoming events www.facebook.com/LGBTHistoryNI/

Pupils enjoy classroom in the great outdoors

SUZANNE MUGGERIDGE
EDUCATION REPORTER
s.muggeridge@belfasttelegraph.co.uk

IN OUTDOOR classrooms and forest trails have been opened up in the grounds of the Lady of Lourdes Primary School in Belfast.

People from Council for the Lady of Lourdes Primary School in Belfast Castle at the heart of the city's history.



"This project shows how we can use our open green spaces"

Nicola Wilson

not open green spaces to nature. It's about how to use the space to enhance the environment.

"Children are very aware of the climate emergency and want to do something to help. This helps them to understand the importance of acting now to ensure they have a safe, clean and green world."

How Council for the Lady of Lourdes Primary School in Belfast Castle at the heart of the city's history.

"There is an absolutely significant project on the city's design and sustainable infrastructure, which has many implications for our citizens and the economy."

"This project and the other Lady of Lourdes Primary School in Belfast Castle at the heart of the city's history.

"This project and the other Lady of Lourdes Primary School in Belfast Castle at the heart of the city's history.

Sting sells entire music catalogue

STING has sold his entire songwriting catalogue to Universal, marking the end of his career as a solo artist. It is valued and expected – and only in contrast with long time that he has been in the music industry, but also to introduce any song to new audiences.



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"I am an artist and my medium is root vegetables."

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Belfast Telegraph – Weekend Magazine
Sat 5th Feb – Pg. 15

Irish News
Fri 11th Feb – Pg. 11

New campaign to attract staff into hospitality and tourism

A MAJOR campaign has launched to boost perceptions of careers in hospitality and tourism, help attract new talent and tackle staffing challenges.

Recruitment has been a priority concern for employers in hospitality and tourism and the impact of Covid-19, has left many businesses struggling to recruit a full workforce, resulting in closures and scaled back service.

To confront this head-on employer-led network the Hospitality & Tourism Skills network (HATS) has partnered with Tourism Northern Ireland to spearhead a multi-channel advertising campaign to promote the breadth of exciting opportunities that the industry has to offer potential job seekers.

Running until the end of March 2022, the campaign features a series of quirky eye-catching job descriptions across billboards, outdoor advertising and social media to attract attention and highlight the dynamic and fast-paced roles available.

Roisin McKee, Director of HATS said the campaign seeks to encourage people

to join an industry that is looking to come back, bigger and better than ever.

She explained: "There are incredible opportunities for people to join hospitality and tourism and experience rewarding careers at all skill levels and this campaign is designed to help us get that message out.

"Working with industry and partners we want to help combat the staffing challenges and support the recovery of the industry by challenging perceptions and promoting the exciting and diverse opportunities on offer right now, helping to support recruitment and drive retention.

"Many employers are working harder than ever to attract and retain talent by making fundamental changes to offer a better quality job experience, so jobseekers can expect to be well looked after."

Supporting the campaign, the Economy Minister Gordon Lyons said: "Attracting and building a skilled workforce to meet industry's requirements, both now and in the future, are vital in helping to drive recovery in the sector and

ensuring Northern Ireland is able to compete on the global stage and maintain its reputation as a world class tourism destination."

The campaign will be addressing three key priorities for the sector, those are to Attract, Retain and Engage employees and jobseekers as part of a wider Tourism Recovery Action Plan and the NI Skills Strategy.

Tourism NI Director of Strategic Development David Roberts said: "Recruiting into the hospitality and tourism sector has been challenging for a number of years due to the speed at which the industry has grown, tackling this alongside reducing staff turnover, are both clear priorities for the sector.

"We are delighted to be working with the Hospitality & Tourism Skills Network to deliver this awareness campaign which will boost the message that the sector is a positive career choice. Attracting and building a skilled and sustainable workforce is key to ensuring that tourism can recover and return to the levels of success achieved in the years up to 2019."

Belfast Telegraph

Article – 18/02/2022

Major recruitment campaign launched

Attracting staff into hospitality and tourism jobs

A major campaign has launched to boost perceptions of careers in hospitality and tourism, helping to attract new talent and tackle staffing challenges.

Recruitment has been a priority concern for employers in hospitality and tourism, which when compounded by the impact of Covid-19, has left many businesses struggling to recruit a full workforce, resulting in closures and scaled back service.

To confront this head-on employer-led network the Hospitality & Tourism Skills network (HATS) has partnered with Tourism NI to spearhead a multi-channel advertising campaign to promote the breadth of exciting opportunities that the industry has to offer potential job seekers.

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She explained: "There are incredible opportunities for people to join hospitality and tourism and experience

rewarding careers at all skill levels and this campaign is designed to help us get that message out.

"Working with industry and partners we want to help combat the staffing challenges and support the recovery of the industry by challenging perceptions and promoting the exciting and diverse opportunities on offer right now, helping to support recruitment and drive retention.

"Many employers are working harder than ever to attract and retain talent by making fundamental changes to offer a better quality job experience, so jobseekers can expect to be well looked after."

As part of the campaign, employers are invited to advertise their vacancies for free on the CareerScope

campaign jobs portal.

Economy Minister Gordon Lyons said: "This important campaign highlights the many opportunities for employment across all disciplines in the Tourism and hospitality industry and shows an encouraging future for a resilient sector as it seeks to recover from the challenges of the Covid-19 pandemic.

"Attracting and building a skilled workforce to meet industry's requirements, both now and in the future, are vital in helping to drive recovery in the sector and ensuring Northern Ireland is able to compete on the global stage and maintain its reputation as a world class tourism destination."

The campaign will be addressing three key priorities for the sector, those are to attract, retain and engage employees and jobseekers as part of a wider Tourism Recovery Action Plan and the NI Skills Strategy.

David Roberts, Tourism NI's director of strategic development, said: "Recruiting into the hospitality and tourism sector has been challenging for a number

of years due to the speed at which the industry has grown, tackling this alongside reducing staff turnover, are both clear priorities for the sector.

"We are delighted to be working with the HATS network to deliver this awareness campaign which will boost the message that the sector is a positive career choice. Attracting and building a skilled and sustainable workforce is key to ensuring that tourism can recover and return to the levels of success achieved in the years up to 2019. We strongly encourage employers to register now to take advantage of promoting their vacancies for free to benefit directly from the campaign."

The HATS network, set up in December 2019, brings together a diverse mix of employers from across the hospitality and tourism sector alongside industry associations and key delivery partners from government and education.



Carolyn Boyd, Tourism NI, Economy Minister Gordon Lyons and Roisin McKee, HATS network

News Letter

Article – 08/02/2022



HOSPITALITY AND TOURISM SKILLS

Roisin McKee, HATS Project Director



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