



JOB DESCRIPTION

Job Title: Marketing Executive

Reporting to: BID Director

Salary: £27,000-£30,000 depending on experience

Working hours: 40 hours per week to include some evening, weekend and bank holiday working as required. Part time working will be considered.

Location: Leicester city centre

Employer: Savills Management Resources Ltd

There's so much to love about Leicester. With an estimated population of 342,000 Leicester is the largest city in the East Midlands, home to two universities with over 45,000 students, boasts a number of hugely successful sports teams and is a premier destination offering an exciting range of retailers, arts, bars and restaurants. Leicester is one of the most culturally diverse cities in the UK and truly is international – with residents from over 50 countries across the globe and annual tourism growth of over 6%.

Job function:

In November 2017 85% of businesses voted in favour of establishing Leicester's first Business Improvement District (BID). A BID is a partnership between businesses within a geographical area that provides additional services for the benefit of its levy payers.

BID Leicester will deliver an ambitious plan to build on Leicester City Centre as a great place to visit, live, work and study. BID Leicester is now seeking a Marketing Executive to lead and deliver marketing, promotion and communications initiatives.

Context and Colleagues:

This role is based in Leicester on a full-time basis (although part-time working will be considered) with flexibility on working hours. Some limited national travel may be required (at the company's expense) for operational and training purposes, this may include infrequent overnight stays.

The purpose of the role is to develop and deliver the marketing, promotion and communications strategy for BID Leicester.

Responsibilities:

1. Lead the Marketing activities in the planning and development of BID marketing/communication strategies, events and promotions, and project manage their implementation and KPI management, including liaison with suppliers, stakeholders and others as required.
2. Maintain regular and suitable communication using the most relevant communication channels to the correct parties for each hereditament within the BID area.
3. Create budgets to maximise communications opportunities to both BID stakeholders and consumers and liaise with the finance team and the BID Director to remain on target and within budget.
4. Manage outputs of appropriate agencies to deliver the Company's literature production, advertising and other marketing requirements.
5. Maximise promotions, events and activities via relevant social media channels engaging with appropriate levy payers, stakeholders and potential customers to maximize awareness and participation.
6. Liaise with the BID Director and operations team to ensure joined up campaigns and activities to maximize levy payer benefits and assist with co-ordination, preparation and communication for events and conferences, attending where required.
7. Maintain and update the BID Leicester website as appropriate to enable levy payers and the public to access relevant information about BID Leicester and its activities.
8. Coordinate the collation and distribution of relevant management statistics.
9. Attend and service relevant stakeholder meetings as required.
10. Responsibility to manage, store and appropriately update the database.

Note: The above list is not in order of priority, and other tasks commensurate with the grade of the post may be required of the post-holder.

Person Specification

Essential	Desirable
<ul style="list-style-type: none">• Experience in marketing with a track record of running campaigns and programmes.• Experience of media relations activity including building relationships with media outlets, writing press releases and responding to enquiries• Outstanding communications and customer service skills.• Excellent copy writing skills• Up to date knowledge of social media and its existing trends including how it can be used to build the project's profile• Content management experience• Experience of developing and running websites e.g. WordPress• Proficient in ICT packages, word processing, email, internet use, spreadsheets, databases and digital communications platforms• Excellent written communication skills.• Ability to multi-task whilst maintaining high standards.• Excellent prioritisation and time management skills.• Ability to work on own initiative, with communication of activities back to line manager.• Ability to work with professionalism and integrity at all times.• Willingness and ability to follow operational procedures, as dictated by the Company.• Willingness to work flexibly including some out of core hours	<ul style="list-style-type: none">• Good knowledge of Leicester city centre• Passionate about Leicester.• Experience of working with databases.• Visual presentation skills.• Marketing qualification.

work.

- A positive “can do” approach, the ability to be innovative, and flexibility to meet the demands of a changing environment.

To apply, please submit your CV with a covering letter outlining how your skills and experience make you suited to the role to:

recruitment@centralmanagementltd.com

References will be required from successful candidates