

## **JOB DESCRIPTION**

**Job Title:** Marketing Executive

**Salary:** £35,000

**Reporting to:** BID Director

**Job function:**

To lead and deliver marketing, promotion and communications initiatives for BID Leicester.

**Context and Colleagues:**

This role is based in Leicester on a full-time basis (40 hours per week) with flexibility on working hours. Some limited national travel may be required (at company's expense) for operational and training purposes, this may include infrequent overnight stays.

The purpose of the role is to deliver the BID's marketing, promotion and communications strategy.

**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, press 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 and manage 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, online and offline 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 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. Coordinate the collation and distribution of relevant management statistics.
8. Attend and service relevant stakeholder meetings as required.
9. To line manage and develop the Marketing Assistant (note: contingent on future recruitment of Marketing Assistant).

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"> <li>• Experience in marketing including designing and delivering multi-channel campaigns.</li> <li>• Outstanding communications and customer service skills.</li> <li>• IT Literate including Microsoft Office.</li> <li>• Excellent written communication skills.</li> <li>• Ability to write high quality copy and attention to detail in proof reading</li> <li>• Good project management skills.</li> <li>• Ability to multi-task whilst maintaining high standards.</li> <li>• Excellent prioritisation and time management skills.</li> <li>• Experience with managing websites, email newsletters and social media channels.</li> <li>• Ability to work on one’s own initiative, with communication of activities back to line manager.</li> <li>• Ability to work with professionalism and integrity at all times.</li> <li>• Willingness and ability to follow operational procedures, as dictated by the company.</li> <li>• Flexible working including some out of hours.</li> </ul>	<ul style="list-style-type: none"> <li>• Passionate / knowledgeable about Leicester.</li> <li>• Visual presentation skills.</li> <li>• Marketing qualification.</li> <li>• Experience of working with and reporting to a Board.</li> <li>• Experience of responding to media enquiries, producing press releases and managing media relations.</li> <li>• Ability to evaluate projects and demonstrate their impact.</li> <li>• Experience of managing third party agencies / providers.</li> </ul>