

<b>Job title</b>
<b>Marketing Assistant</b>
<b>Site Name and Location</b>
<b>BID Leicester – Leicester City Centre</b>
<b>Working Hours</b>
<b>32 hours a week</b>
<b>Salary</b>
<b>£25,500-£28,000 pro rata, depending on experience</b>
<b>Purpose of the Role</b>
<p>The Business Improvement District (BID) for Leicester is a business-led, not for profit organisation working to transform Leicester city centre, making it a better place to live, work, study and do business. The BID delivers an exciting programme of high-profile events and campaigns aimed at increasing the profile of the city-centre, as well as projects to at creating a cleaner, greener, safer and a strong voice for businesses.</p> <p>This role is office based in Leicester City Centre, on a part-time basis (32 hours per week) with some flexibility on working hours, including occasional weekend working to support events and campaigns as needed. Some limited national travel may be required (at company’s expense) for operational and training purposes.</p> <p>Reporting to the Marketing Executive, the purpose of the role is to assist in delivering the BID’s marketing, promotion, and communications strategy. You will support in the creation and delivery of marketing content and communications, via social media, newsletters, blogs, and websites, including B2B and B2C audiences.</p> <p>Please apply by sending a CV and covering letter to <a href="mailto:chisom@bidleicester.co.uk">chisom@bidleicester.co.uk</a> by <b>Friday 6<sup>th</sup> December</b>. Interviews will be held on <b>Tuesday 17<sup>th</sup> December</b>.</p> <p>Whilst working day to day with BID Leicester, the employer of this role will be Savills Management Resources.</p>
<b>Key Responsibilities</b>
<ul style="list-style-type: none"> <li>• Reporting to the Marketing Executive on a day-to-day basis, you will contribute towards a variety of marketing activities and to the planning and development of BID marketing/communication strategies, events and promotions.</li> <li>• Support in the creation and delivery of content to our associated members and key stakeholders, to assist in maintaining regular and suitable communication via social media, newsletters, websites and other relevant marketing channels and sub brands - including Independent Leicester, the Leicester Gift Card, GIVE Leicester and other projects, campaigns and events.</li> <li>• Adhere to budgets as set by the Marketing Executive and BID Director, and liaise with the finance team to process payments and invoices.</li> <li>• Support in the monitoring of outputs from agencies to deliver the Company’s literature production, online and offline advertising and other marketing requirements.</li> <li>• Maximize impact and effectiveness of promotions, events and activities via relevant social media channels, engaging with appropriate levy payers, stakeholders and potential customers to maximize awareness and participation.</li> <li>• Assist with co-ordination, preparation and communication for events and conferences, attending where required.</li> </ul>

- Other marketing-related administrative tasks as required, such as updating spreadsheets and databases for marketing purposes.
- Support in the collation of relevant campaign evaluation statistics.
- Attend relevant stakeholder meetings as required.

### **Skills, Knowledge and Experience**

- Experience in marketing, ideally in a similar role, including a track record of contributing towards successful marketing projects and/or events
- Excellent copywriting skills and a high-level of attention to detail, with an understanding of brand voice and the ability to utilise appropriate communication styles across different platforms and brands.
- Up to date knowledge of social media and its existing trends, confident in producing digital content suitable for a variety of platforms
- Outstanding communications and customer service skills
- IT Literate including Microsoft Office and Canva
- Excellent written and verbal communication skills
- Ability to multi-task and work well to deadlines whilst maintaining high standards and meticulous attention to detail
- Excellent prioritisation and time management skills
- Experience of updating websites, producing email newsletters and scheduling social media posts
- Ability to work on one's own initiative and autonomously, with regular communication of activities back to line manager
- Ability to work with professionalism, honesty and integrity at all times
- Willingness and ability to follow operational procedures, as dictated by the company
- Flexible working including some out of hours
- Ability to work well as part of a team, with a positive attitude

#### **Desirable**

- Passionate / knowledgeable about Leicester
- Experience of using Wordpress
- Basic video editing skills
- Visual presentation skills
- Experience of partnership working with multiple stakeholders
- Experience of responding to media enquiries
- Marketing qualification
- Experience of working with and reporting to a Board