

Job title
Marketing Executive
Site Name and Location
Colchester Business Improvement District
Working Hours
40 hours
Salary
£20,000 - £25,000 DOE
Purpose of the Role
<p>A Business Improvement District (BID) is a business-led and business funded body formed to improve a defined commercial area.</p> <p>The Marketing Executive for Colchester BID will provide quality support to the Our Colchester Chief Executive, particularly regarding pro-active co-ordination of the main duties below. They will manage the BID’s marketing and communications programme including working closely with third party agencies. They will be a good team player with initiative, common sense and good communication skills. This role will be responsible for the managing and day to day tasks for the Marketing Support.</p> <p>Benefits include: 25 days holiday (plus bank holidays), company sick pay policy, pension, staff discount scheme.</p> <p>Whilst working day to day with Colchester BID, employment of this post will be with Savills Management Resources.</p> <p>Closing date for applications is Friday 12th January 2024 and CV’s should be sent with a covering letter to place.recruitment@savillspm.co.uk.</p>
Key Responsibilities
<ul style="list-style-type: none"> • Develop and deliver the BID’s annual marketing plans in line with the BIDs Business Plan. • Manage BID social media channels and content (Our Colchester & inColchester). • Manage workload of Marketing Support member of staff. • Manage BID websites (Our Colchester & inColchester). • Manage BID e-marketing content (Our Colchester & inColchester). • Co-ordinate incoming and outgoing PR enquiries. • Assist the Chief Executive & Operations Manager in the marketing and communication elements of planning and delivery of events and campaigns throughout the calendar year • Support in the co-ordination of BID initiatives and business events in close liaison with the Chief Executive and any third-party agency. • Maintain an accurate database for levy payers and other databases in accordance with GDPR legislation. • Deal with role-specific queries from contractors, visitors, and levy payers. • Assist in identifying opportunities to maximise levy payer tie in opportunities. • Work with Chief Executive, partners, agencies, where appropriate to ensure the BID communicates with its relevant B2B and B2C audiences correctly and relevantly – via online and offline methods.

- Ensure the BID brand is represented at all times as set out in the brand guidelines
- Completion of ad-hoc professional development reviews for Marketing Support member of staff.
- Supporting Chief Executive on annual development reviews for Marketing Support member of staff.

Skills, Knowledge and Experience

- Excellent organisational skills.
- High level of social media knowledge and experience.
- Website management experience, including maximising opportunities through SEO & content development.
- Good level of digital skills including Microsoft Word, Excel, PowerPoint, most Adobe programs & project management software.
- Computer literate in Microsoft packages. CRM skills preferable.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation.

Employee Signature:

Date:

Employee Name: