

Job Description and Person Specification

Job Title: Marketing Assistant

Reporting to: Marketing Manager

Working Hours: 37 hours a week (Usually Monday to Friday but some evening and weekend may be required to support BID events and projects)

Main purpose

To support the marketing team with all marketing activity in line with the strategy and plans of Bristol City Centre BID (Business Improvement District) and Redcliffe & Temple BID. To develop and deliver the Love Bristol Gift Card programme, working towards agreed targets. Including, but not limited to, the channels outlined below.

Love Bristol Gift Card (1 day per week on average)

- Main person responsible for onboarding businesses to the Love Bristol Gift Card scheme
- Main contact for supplier of the Love Bristol Gift Card - attending monthly meetings and optimising marketing opportunities
- Be the point of contact for B2C and B2C gift card enquiries
- Create marketing content and collateral for gift card campaigns at key selling times throughout the year - for both B2C and corporate campaigns

Websites

- Support the marketing team with adding news, projects, events and updates to the websites as required
- Creating relevant website blog content to support campaigns

Social Media

- Support the marketing team on all social channels across all BIDs
 - B2B – LinkedIn and Twitter
 - B2C – Facebook and Instagram
- Follow the social media strategy and make use of channels to promote offers and events
- Create social media posts and stories in real time
- Social media support for Bristol Light Festival and covering BID channels during this period

Email Marketing

- Use our CRM to create and send email campaigns including a monthly consumer newsletter and Avon and Somerset Police
- Support on creation and development of other newsletters as required

Events

- Support the team with event activations as appropriate
- Liaise directly with Project Managers on lunchtime events and attending them as required to create social media content

Analytics and Reporting

- Creation of monthly report for both BIDs
- Keep website and social media reports up to date

- Support the Marketing Manager with monthly marketing and board reports

Misc

- Providing admin support to the team as required

We are proud to be a Bristol Real Living Wage employer and this role pays £23,780 + very good staff benefits.