

## **Job Description and Person Specification**

**Job Title:** Marketing Executive (Interim: 12 Months maternity cover)

**Reporting to:** Marketing Manager

**Working Hours:** 37 hours a week (usually Monday to Friday but some evening and weekend will 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 BID, including, but not limited to, the channels outlined below.

### **Key Accountabilities**

#### **Bristol BID, Bristol Shopping Quarter and Bristol Light Festival websites**

- Website content updates, adding news, events, projects and other content
- Ensure general information and project pages are relevant and up to date
- Creating relevant website blog content to support campaigns

#### **Social Media**

- Follow the social media strategy and make use of channels to promote offers and events
- Creation of video and photography content, where required for use across social channels
- Managing content schedule for social media calendars
- Create social media posts and stories in real time
- Use Hootsuite, Meta and other platforms to schedule social media posts for Instagram, Facebook, and LinkedIn
- Monitor and respond to messages and comments from levy-payers, non-levy payers, and the public using appropriate tone of voice
- Social media support for Bristol Light Festival and covering BID channels during this period

#### **Email Marketing**

- Use our email marketing software to create and send email campaigns including a monthly projects newsletter and a monthly events newsletter

#### **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

#### **Brand**

- Ensure the brand identity of Bristol BID and messaging is consistent across all channels
- Maintain a consistent tone of voice
- Be a brand advocate amongst the team and externally

#### **Analytics and Reporting**

- Creation of monthly report for Bristol BID
- Keep website and social media reports up to date

- Support the Marketing Manager with monthly marketing and board reports

#### **Stakeholder Relations**

- Build relationships with levy payers and key stakeholders regarding social media activity and events

#### **Competencies**

- Excellent IT skills
- Strong verbal and written communication skills
- Experience in managing B2B / B2C social media channels
- Experience of Content Management Systems, particularly WordPress
- Agency management experience
- Some experience of Adobe Creative Suite (Illustrator, Photoshop)
- Experience of using Google Analytics and social media analytics and insights tools
- Attention to detail
- Analytical skill set
- Creative skills to contribute to new and innovative ideas
- Ability to work as a team
- A passion for Bristol