

## **WE BID Marketing Executive**

### **Summary**

The Marketing Executive of Edinburgh's West End Business Improvement District (BID) Company Ltd will design, develop and implement the BID's marketing plan. The BID's marketing plan includes a schedule of key events/activities, the on-going management of a website, on-going communications with levy payers, and significant social media presence. The objectives of the BID's marketing plan are to drive footfall to the area, encourage people to linger for longer and increase spend in the area.

### **Principle Duties**

- Prepare the annual marketing, communication and events plan (with BID Board Members) for BID Board approval.
- Implement and manage the marketing and events plan.
- Measure and report upon the Key Performance Indicators set out by the BID Board.
- Utilising the BID website, social media, and developing a positive relationship with all media to communicate the BID's projects and successes to the general public.
- Email marketing – both B2B and B2C.
- Plan and manage social media accounts for the BID to deliver against agreed objectives.
- Website updates – both B2B and B2C content.
- Website performance analysis using Google Analytics and produce action plans based on the results.
- Print management for event or campaign promotional materials from commission to distribution.
- PR – working with our agency on large projects. Build relationships with key members of the press and bloggers and develop press copy.
- Manage online and offline advertising as agreed in the marketing plan by the Board.
- Manage collaborative communications with BID events and project partners.
- Working with Operations Manager and Board to inform local stakeholders about upcoming events and activities

### **Essential Qualities**

- A 'can do' attitude, be able to work to deadline in a fast-paced environment, and possess an excellent grasp of the English language.
- Be flexible, quick to adapt and comfortable with working on a range of tasks at one time.
- Experience of managing and delivering digital communications via websites, Facebook, Instagram, Twitter; and knowledge of emerging channels.
- Previous experience of working in a marketing role with proven track record of success
- Experience in collating and executing successful communications strategies

- Excellent verbal and written communication skills, with a high level of accuracy and attention to detail
- Able to collate complex information into reports for submission to Stakeholders.
- Experience of working with databases, MS office applications, Google Analytics and social media.
- Highly organised individual with excellent time management skills and the ability to work under pressure

#### **Desired Qualities**

- Marketing degree or other qualification.
- Knowledge of and passion for Edinburgh's West End.
- Previous experience in public/private partnerships sector.
- Knowledge and Involvement with BIDs .

#### **Role Details**

The role is self-employed and part-time (15 hours per week). Weekend and evening work is required from time to time. The BID office is based at 10 William Street and the role holder is expected to work from the office at least one day per week.

The BID Marketing Executive reports into the BID Operations Manager and will have resource available to support events from time to time.

Salary circa £8,000 per annum

To apply, email CV and covering letter to [chair@edinburgh-westend.co.uk](mailto:chair@edinburgh-westend.co.uk) by 31 August 2016.