

Marketing & Communications Executive – Job Description



Job title: Marketing & Communications Executive

Responsible to: Chief Executive

Contract: Permanent

Company overview

Croydon Town Centre Business Improvement District (BID) is a ground-breaking private sector led initiative. Working with over 500 member businesses across the retail, commercial, leisure, hospitality and public sectors, we were set up to help make a real difference to the town centre, by introducing initiatives and much-needed services that would not otherwise exist.

Our vision is for Croydon to become one of the most sustainable, welcoming, vibrant and culturally diverse locations in south London in which to do business, work, live and visit.

Croydon BID covers an area of approximately 1,500 businesses; of which c.550 contribute financially through an annual levy of 1% creating an annual budget of £1 million for Croydon Town Centre BID. The financial contribution is used to support key projects to improve Croydon Town Centre with a focus on five key priorities: Resolve (Putting safety first), Refresh (Freshening up our streets), Revitalise (Boosting our town's appeal), Represent (Championing your interests) and Thrive (broadening our horizons).

Croydon BID operates under a five-year term upon which is to seek a majority 'yes' vote from its membership as part of a renewal ballot.

Role Overview

Working with the Chief Executive, the Marketing & Communications Executive will oversee the successful delivery and project management of our marketing campaigns, communications activities and content development.

Much of our marketing and communications activity focuses on targeting businesses to business and business to consumer. The marketing & Communications Executive will oversee the day-to-day delivery of our communications channels, supported by the Digital Marketing Executive. You will be expected to support and work closely with the Chief Executive on the creative development process while supporting the creation of communications materials and content to inform, update and inspire our members using the full marketing mix.

Marketing & Communications

- Support the Chief Executive in developing a communications strategy that informs and updates our members and consumers on news, activities, events and promotions relating to the town centre
- Oversee and project manage with the support of the Chief Executive Croydon BID's communications strategy
- Oversee and manage our marketing and communications campaign activities to ensure they are delivered on time and on budget
- Support the Chief Executive and Executive team in the development of communications materials to support our services, initiatives and events
- Working with the executive team, provide a range of marketing tools that delivers for the needs of our business and events
- Working with the CEO, project manage and oversee the creation and development of our marketing and communications strategy to promote our festivals and events
- Working with the CEO, project manage the delivery of targeted residential marketing campaigns, promoting our events programme to a wider audience
- Working with the CEO, project manage the development of all creative corporate business engagement tools

- Project manage the production and delivery of ad hoc creative projects designed to deliver against our corporate goals
- To provide up to date performance insights, monitoring and evaluation on all marketing campaigns and their channels to the CEO and executive team
- Work with external partners and providers, blog posters and influencers to promote the Croydon BID services and initiatives
- Improve visibility of our delivery across all channels by effectively communicating services, initiatives, research, insights, achievements and data and intelligence across all channels to support future business planning
- Work with the Chief Executive in providing creative development and support for all lobbying campaigns (local, regional and national) designed to support our members and general business community
- To provide the Chief Executive with a review of the performance of all communications campaigns and their effectiveness
- To oversee all internal and external relationships regarding our marketing and communications activity
- With the support of the Chief Executive, act as the brand guardian for Croydon BID

Digital Communications and Marketing

- Work effectively with the Digital Marketing Executive to provide guidance and maximise digital promotion and presence for Croydon BID
- Working with the Digital Marketing Executive and supported by the Chief Executive, oversee the regular updating of our digital platforms and in particular our website
- Support the Digital Marketing Executive with content designed to keep our social media feeds relevant and of value
- Work with the Digital Marketing Executive to increase traffic to our websites and overall followers on our social media feeds

PR and media

- Working with the Chief Executive, act as the first point of contact for all media enquiries
- Support the Chief Executive in preparing and publishing new and engaging press releases from Croydon BID
- Develop relationships with local, regional and national press in order to open up media opportunities for Croydon BID and the Chief Executive
- Work with Croydon BID's communications agencies on special campaigns as directed by the Chief Executive
- Support the Chief Executive in developing lobby campaigns designed to raise awareness and change policy to support our members and Croydon as a whole

Person Specification

Essential

- Knowledge and understanding of the challenges and opportunities local to Croydon Town Centre
- Experience of project managing marketing and communications campaigns/projects from start to finish
- Experience of managing and implementing small to large scale marketing & communications projects using the full marketing mix
- Creative understanding applied to the B2B and B2C target audiences
- Skills and experience in creative content writing for both B2C and B2B audiences
- Experience of public relations and the development of effective copy to a range of target audiences including web and email
- Excellent people skills
- Excellent communication skills
- Excellent team player
- Excellent organisations skills
- Proven ability to meet tight deadlines and remain calm under pressure

- Interest in business and regeneration issues

Desirable

- Knowledge and understanding of destination marketing and communications
- Experience in working in a multi-stakeholder environment

Equal Opportunities

Croydon Town Centre BID Ltd is an equal opportunities employer and has a positive approach to diversity. We encourage applications from all sectors of the community and selection is on merit alone.

Visit www.croydonbid.com and www.checkoutcroydon.com for more information.