

CAMBRIDGE BID LIMITED

Digital Marketing and Project Manager – Job Description

Cambridge Business Improvement District (BID) is a collaboration of 1,200 businesses, working together to promote and improve the city. This is achieved through a range of projects under three themes: Welcome, Experience and Support. Key projects include the Cambridge City Ambassadors, the Love Cambridge Gift Card, our city-wide Christmas lights programme, the Love Cambridge summer film and night markets in the Market Square, additional street cleaning, and our Mystery Shop programme. A second BID term was successfully voted for in November 2017 ensuring further project delivery until March 2023. Our Third term ballot is in October 2022 to extend our work until March 2028 For more information visit

www.cambridgebid.co.uk

The Company's vision is to: Create a world class experience for all who visit, live and work in Cambridge, a Global City.

Job Title:

Digital Marketing and Project Manager

Hours:

37.5hrs with 25 days holiday plus 8 days bank holidays and contributory pension.

Salary

£30-34k depending on experience.

Location:

Cambridge BID Offices with flexible working available

Responsible to:

Cambridge BID Chief Executive.

Responsible for:

Digital Marketing Coordinator

Job function:

In line with our business plan, develop and deliver Cambridge BID Limited projects that ensures the continuous improvement of Cambridge City Centre as a local, regional and international centre, both for businesses and consumers.

To take the lead on specific BID workstreams/projects that are primarily focused on marketing, communications, digital, web and social activity and the promotion of the city. Work with the direction and guidance from the Cambridge BID CEO and Cambridge BID Board of directors and to provide support, from time to time and where required, in the development and implementation of other projects in keeping with the Cambridge BID business plan.

- Lead the marketing activities in the planning and development of BID marketing/communication strategies, events and promotions, and project manage their implementation of KPI management, including liaison with suppliers, stakeholders and others as required.
- Maintain regular and suitable communication using the most relevant communication channels to the correct parties for each hereditament within the BID area.
- Design and draft copy for the weekly newsletter
- Design, write copy and produce our quarterly newsletter

- Work with suppliers to manage the design and concepts for BID assets, such as annual reports and other promotional material
- Line manage Digital Marketing Coordinator
- Create and manage budgets to maximise communications opportunities to both BID stakeholders and consumers and liaise with the BID CEO to remain on target and within budget.
- Maximise promotions, events and activities via relevant social media channels engaging with appropriate levy payers, stakeholders and potential customers to maximise awareness and participation.
- Liaise with the BID CEO and project team to ensure joined up campaigns and activities to maximise levy payer benefits and assist with coordination, preparation and communication for events, attending where required.
- Maintain and update the Cambridge BID, Love Cambridge and Visit Cambridge websites as appropriate to enable levy payers and the public to access relevant information about Cambridge BID and its activities.
- Attend relevant stakeholder meetings as required.

Key Competencies include:

- Project Management deliver through partnership working, a range of projects identified in the Cambridge BID Business Proposals across the following key areas:
 - Welcoming
 - Experience and
 - Support
- Supplier Management, - identify, issue tenders as required, select and manage a range of suppliers who are delivering the following key projects/services
 - Print and digital media
 - Web development and management
 - Film and photography services
 - Social Media Channels
 - Comms and emails channels
- Stakeholder Management
 - To establish and maintain excellent working relations with all city centre stakeholders across the public, private and voluntary sectors including the universities and colleges, local residents and community groups and all groups and organisations who impact on the city centre
- To be responsible for the administrative elements associated with project delivery
- To be responsible for allocated project budgets, ensuring prudent financial management at all times and providing financial analysis reports to the Cambridge BID CEO and BID Board as required
- To represent the Cambridge BID at a range of meetings across the city and regionally and nationally
- Carry out any other duties as required by the Cambridge BID CEO, from time to time
- Observe Cambridge BID Ltd.'s equal opportunities and racial equality policies in all aspects of employment and service provision
- Be aware of, and comply with, Cambridge BID Ltd.'s policies and procedures on health and safety at work by adopting safe working practices; reporting any accidents and/or unsafe or hazardous conditions to management; and to do everything reasonable to prevent personal injury to themselves, fellow workers and members of the public
- To be responsible for identifying your personal training and development needs in discussion with your line manager. To participate in any training and development activities

identified and agreed as relevant to your personal development and/or your development in the job.

- To ensure confidentiality at all times in all matters relating to any work or communication connected to the Cambridge BID

Essential Skills

- Experience in marketing with a track record of running campaigns and projects.
- Experience of business engagement and the ability to be promote the BID to them.
- Experience of media relations activity including building relationships with media outlets, writing press releases and responding to enquiries
- A creative thinker able to develop how the BIDs presence and brand recognition can be further developed
- Outstanding communications and customer service skills.
- Excellent copywriting skills.
- Up to date knowledge of social media and its existing trends including how it can be used to build the project's profile.
- Content management experience and use of the following systems
Adobe Creative Suite for all creative work including Photoshop for Photo editing, Illustrator for Graphic design and Premiere Pro for Video editing
- Experience of developing and running websites ie. WordPress and Squarespace
- Proficient in ICT packages, word processing, email, mailchimp, Issuu, Hootsuite, Buffer, YouTube, internet use, spreadsheets, databases and digital communications platforms.
- Excellent written communication skills.
- Ability to multi-task whilst maintaining high standards.
- Excellent prioritisation and time management skills.
- Ability to work on own initiative, with communication of activities back to line manager.
- Ability to work with professionalism and integrity at all times.
- Willingness and ability to follow operational procedures, as dictated by the Company.
- Willingness to work flexibly including some out of core hours work.
- A positive "can do" approach, the ability to be innovative, and flexibility to meet the demands of a changing environment.

Desirable

- Good knowledge of Cambridge.
- Passionate about Cambridge.
- Experience of working with databases.
- Visual presentation skills.
- Marketing qualification

Relationships:

The post holder will report directly to the Cambridge BID CEO and indirectly to the Cambridge BID Board of directors, work in partnership with both the city and county councils at both member and officer level, and all other city stakeholders particularly; private sector businesses, universities and colleges, market traders, local residents and community groups, local press and members of the public.

Application process

Applicants should send a CV with a covering letter ideally as one document to sallie.wright@cambridgebid.co.uk the closing date for applications is Friday April 8th.