

Marketing Manager - JOB DESCRIPTION

Salary:	£35,000 to £38,000 p.a. DOE
Hours:	Full Time, 35 hours per week
For more information:	www.paddingtonnow.co.uk

Marketing and Events Manager

INTRODUCTION:

Established in 2005 and now in its fifth term, PaddingtonNow Business Improvement District (BID) covers 35 streets around Paddington Station, representing approximately 290 member businesses in the hotel, office, restaurant, and retail sectors.

The BID offers the following core services:

- Safety First
- Greening and Cleaning
- Destination Marketing and Promotion
- Commercial Recycling
- Representation

POSITION OVERVIEW:

The Marketing and Events Manager at PaddingtonNow BID will be responsible for planning, executing, and managing marketing and event campaigns. This role is integral in promoting the BID's services, enhancing community engagement, and improving the local area's vibrancy.

KEY RESPONSIBILITIES:

BID Framework:

- To fully understand the functioning of the BID and the services it provides.
- Communicate with levy payers to promote BID services.
- Have an understanding of BID systems and update accordingly.
- Collaborate with team members.

Events:

- Devise and deliver an annual calendar of events, including networking, wellbeing, and entertainment in line with our key services and in agreement with the Chief Executive Officer.
- Manage all events from initial planning, delivery, event management and post event evaluation with help from team members.
- Identify, tender and source event management agencies and providers in agreement with CEO when necessary.
- Identify key themes and trends to maximise promotion of our key services and businesses.
- Manage PR and advertising opportunities.
- Manage Westminster City Council planning and event permissions.

Destination Marketing:

- Identify ways to enhance the public realm through art, lighting or infrastructural additions to the area, to encourage social media promotion and more footfall to the area.
- Manage the process of production and delivery of items.

Digital Marketing:

Website: Manage all aspects of the Paddington BID website.

- Manage online content management and website experience
- Create relevant content.
- Produce and source engaging images.
- Regularly update Latest News, Offers and Events.
- Keep all sections of the website up to date and relevant.
- Work with designer to manage the software.
- Work with designer on design and format updates.

Social Media: Manage Paddington BID's social media channels:

- Create content to build audiences year on year.
- Commission paid advertising and 'Influencers' where appropriate to promote particular events and projects.
- Stay up to date with latest social trends to maximise presence.

Photography: Manage the digital image library for the BID

- Commission annual photography shoots of the BID area
- Commission photography for events and marketing collateral
- Create photo briefs for photographers prior to shoots.
- Manage direction and creative output of photoshoots.
- Manage postproduction, resizing and filing of images.

Printed Marketing Collateral:

- Manage the production of all printed promotional collateral that promote our services and events.
- Draft, edit, proof, and approve content and layout of printed materials such as safety, recycling and event flyers.
- Source suitable designers and manage the production, preparation and completion of printed materials including design, costs, copy and images.
- Lead the team with the production and completion of statutory documents such as the annual Billing Leaflet and Renewal Proposal including design, costs, copy and images.
- Oversee the production and delivery of printed map pads.

Communications:

Write engaging copy for a variety of marketing and communication channels.

Newsletters:

- Produce a monthly newsletter highlighting the work of the BID's upcoming events, development news and opportunities for businesses in the area.
- Produce and deliver key updates on other subjects when necessary.
- Manage newsletter subscriptions (Campaign Monitor).

Explore Paddington Brand: Manage all Paddington BID content:

- Oversee the production of Explore Paddington Magazine and/or Eat, Drink Paddington Magazine.
- Ensure Paddington BID is sufficiently represented in each edition.
- Work with the publishers to offer ideas for features and articles as well as overall style and production decisions.
- Edit, proofread, and approve content and layout of Paddington BID content in the magazine.
- Maintain the explore Paddington Webpage, exploring new ideas that would enhance the offering to users.
- Manage Paddington BID distribution lists.

Local magazines and media:

- Identify local media to pitch promotional content and features ideas.
- Pay local media for promotional advertising on an ad hoc basis.
- Contribute to SEBRA magazine quarterly editions to showcase BID work and events.

Skills and Competencies:

- Professional and confident in stakeholder engagement.
- Proactive team member with strong project management skills.
- Ability to build and develop consumer audiences through various media.
- Interest in BIDs and the Paddington area.
- Awareness of equal opportunities and health and safety.
- Enthusiastic, keen and quick to learn with an attention to detail.
- Can work independently and as part of a team.
- Possess sound judgement to refer up where necessary.
- First class copywriter.
- Excellent interpersonal skills to establish and maintain effective working relations.
- First-hand working knowledge of website (word press), apps and social media management.
- Experienced in database management.
- Project management skills.
- Excellent communication skills both orally and in writing with tact and sensitivity.
- Effective time management and organisational skills.
- Ability to use own initiative with confidence.
- Flexible approach to changing priorities and requirements.
- Strong IT skills, including MS Word, Outlook, Excel & PowerPoint and Canva.

Place and hours of work:

You will be employed by PaddingtonNow BID and based at our offices in Paddington, 1 Spring Street, W2 3RA.

This is a full-time position of 35 hours per week with normal office hours of 9.00am to 5.00pm and a one hour lunchbreak. The role calls for occasional evening and weekend working, for which time off in lieu will be given by arrangement with the CEO.

For more information about PaddingtonNow BID visit <https://paddingtonnow.co.uk/about-us/>

Holiday:

25 days per annum, plus paid public holidays.

Probationary Period:

This is a permanent position. Appointment will be subject to satisfactory references and a probationary period of three months.

APPLICATION:

To apply, send your C.V and cover letter outlining:

- Why you are interested in the role.
- Why you are the best candidate for it.
- An example that demonstrates your ability provide highly skilled marketing.

to Victoria.dell@paddingtonnow.co.uk

If you would like any more information about the role, please email Victoria.dell@paddingtonnow.co.uk.

The closing date for applications is 10.00 a.m. on Friday 21st June 2024 short listed candidates will then be contacted to arrange an interview in Paddington.

Due to the volume of applicants, we regret that we may not be able to reply to those applicants who have not been short-listed.