

# Marketing & Communications Manager

An exciting opportunity to join the Canterbury Connected Business Improvement (BID) team as Marketing & Communications Manager.

## Canterbury Connected BID – Background:

Canterbury Connected Business Improvement District (BID) is an independent, business-led, not-for-profit initiative voted for by the businesses of Canterbury on the 18th July 2014. One of more than 250 BIDs across the UK, including more than 50 in London, Canterbury BID is the only one in Kent. Nationally, more than 80,000 businesses invest over £200 million in their local communities as BID levy payers to make them better places in which to do business. In Canterbury, the BID collects around £490,000 in levy each year from the 650 levy paying businesses and a further £70,000 in other income like voluntary contributions, a service level agreement with the Council and commercial income. Over the 5 years of the BID term, around £2,800,000 will have been invested in the Canterbury Connected BID area. Our mission is to make the city centre a vibrant, exciting, well connected and successful business community; an attractive, clean, green, safe and enjoyable destination for customers and clients, shoppers and staff, residents, students and visitors; a profitable place in which to do business. Canterbury BID is up for renewal in February 2019 and a renewal campaign will begin in the first quarter of 2018.

## Role Purpose:

To increase the reach and impact of Canterbury Connected BID's projects and initiatives. You will plan and deliver a marketing and communications strategy aimed at levy payers (including the BID renewal campaign for re ballot in February 2019) and their customers across print, media, events and online. You will also run events organised by the BID – both B2B and B2C – and act as a key point of contact for events the BID supports in the city centre. You will raise awareness of the BID and its work with levy payers and raise the profile of Canterbury as both a visitor destination and as an excellent location for business through the MyCanterbury platform and through marketing activities across Kent, London and beyond. Key to the role is helping the BID achieve renewal February 2019.

**Reports to:** CEO

## Key responsibilities

### Consumer Marketing (B2C)

- Plan the annual marketing and communications strategy, including advertising, PR and event activities
- Deliver strategic marketing campaigns, including programming annual, quarterly and monthly activity across the editorial calendar
- Draft creative content for websites, email and print
- Monitor and analyse all marketing activity, including online, print and social media
- Produce end of campaign / event analysis and reports
- Commission and work with media buying and creative agencies as required

- Plan and monitor the marketing budget
- Represent Canterbury BID at events and meetings with partner organisations and businesses
- Conduct market research such as customer questionnaires and focus groups to inform the development of BID activities
- Produce PR communications for local media, such as regular press releases plus a library of content and images about the work of the BID.

### **Communications (B2B)**

- Manage communications with BID Levy Payers, including weekly e-newsletters, social media and other e-news and print communications throughout year
- Manage the communications campaign for the BID's renewal ballot in February 2019
- Manage the BID website, ensuring all content and messaging is up to date
- Produce the annual BID Levy leaflet which goes out in October with the BID Levy bill
- Ensure the messaging is consistent and positively represented across all channels
- Contribute information and content for campaign meetings, Board reports and levy-payer communications
- Support the team at key functions, including internal (eg, networking) and external events (eg, some store openings)

### **Events**

- Organise the following B2B events and manage relationships with levy payers with the support of the CEO, the Sales Exec and the BID Ambassadors:
  - Annual General Meeting in March
  - Evening and Nighttime Economy Conference in March
  - Monthly BID Networking
  - Masterclasses / specialist workshops for businesses as needed (eg, Cyber Security, LOCASE Grants and Visual Display training held in 2017)
- Organise B2C events and participate in the relevant Steering / Planning Groups:
  - Christmas Lights Switch On in mid-November
  - Medieval Pageant in July

You will have the support of the BID Administrator.

### **Other duties include:**

- Auditing and budget management for events and campaigns
- Line management duties as required – Sales Exec and Interns

### **Essential experience**

- Minimum five years' experience in senior marketing position, preferably with a qualification in digital marketing or similar subject
- Experience in managing multiple stakeholder relationships
- Experience marketing B2C and B2B
- Experience in project and/or event management
- Budget responsibility and people management
- Demonstrable experience using a variety of social media channels and website analytics including Google Analytics

- Demonstrable experience of producing and delivering project management and event plans
- Strong organisational and time management skills
- Excellent written and verbal communication skills are required, with confidence to liaise with external parties and key stakeholders
- Highly competent in the use of Microsoft programmes, a mailer system and Word Press or similar.

### Essential qualities

- Articulate
- Team player
- Flexible
- Ability to work independently
- A confident personality and sense of humour is essential
- Commitment to the work of the Canterbury Connected Business Improvement District

### Desirable experience

- Experience working with businesses, including SMEs
- An understanding of the local, student and visitor economy in Canterbury

**Hours of work:** 5 days a week, 9-5:30 with some flexibility for evening and weekend work with time off in lieu

### Further details

For more information about the BID visit [canterburybid.co.uk](http://canterburybid.co.uk)

### How to apply

Please send a covering letter and current CV to [recruitment@canterburybid.co.uk](mailto:recruitment@canterburybid.co.uk)

### Closing date

Friday 17 November

Interviews will take place late November / early December.