

The logo for Baker Street Quarter Partnership features the text 'BAKER STREET QUARTER PARTNERSHIP' in a clean, sans-serif font. A thick, yellow diagonal bar cuts across the text from the bottom-left to the top-right, partially obscuring the words 'QUARTER' and 'PARTNERSHIP'.

BAKER STREET QUARTER PARTNERSHIP

COMMUNICATIONS EXECUTIVE

£28,000 - £30,000 per annum (pro rota)

Part-Time (22 hours per week)

We're happy to consider employed, freelance or agency for this role but do require the role to be based at our Baker Street office

THE BAKER STREET QUARTER PARTNERSHIP

We are the Business Improvement District (BID) for the Baker Street area of Marylebone. Our work is far reaching to make this vibrant part of London a great place to work, live and visit. We're funded by the larger businesses in the area and are not for profit, meaning everything we do is for the betterment of the area. From our events, services to our members and improvements to the public realm, we're an innovative, ambitious team and have a proven track record in making real improvements to the area for all.

Our small but high energy team has an fantastic opportunity for a Communications Executive to work closely with all areas of the organisation. This is an exciting position for an individual with strong communications experience to shine. It's a varied role where you will have the opportunity to craft creative communications across many projects, work with a wide range of local businesses and utilise different communication channels.

PERSON SPECIFICATION

- At least three years' experience of creating communication activities
- High attention to detail and strong copy writing and proof reading skills for a variety of channels
- Excellent communicator with the ability to engage with a range of stakeholders including local retailers and hoteliers to public sector bodies and charities.
- Excellent planning and time management/multi-tasking skills, with the ability to take the initiative and work independently with little supervision
- Ability to build and maintain partnership relationships
- Good working knowledge of the design and print process
- Experience working in a fast paced and busy environment
- Well-versed in the latest social media and integrated communications channels
- Proven ability to establish personal credibility with content experts, pick up new information quickly and translate complex data and ideas into mainstream language and story angles
- Advanced competence in IT, in particular in MS Office, some competency in contact databases and Photoshop ideal
- Experience of working with external agencies and freelancers is an advantage
- Able to anticipate potential reputational risks

- Membership of recognised industry body eg. CIM or CIPR would be an advantage.

JOB DESCRIPTION

Duties will include:

- Manage and implement the production and distribution of the weekly digital newsletter
 - Sourcing and creating content with team, members and partners
 - Planning and scheduling editions
 - Review recipient data and monitoring responses
- Develop social media content across all social media channels
 - Schedule and plan content in line with newsletter
 - Create daily content sourcing engagement activities
- Produce and manage content for the BakerStreetQ website
- Develop and manage deals and directory for Baker Street Regulars
 - Develop and maintain relationships with local retailers face to face
 - Create promotional campaigns to drive downloads and redemptions
- Support the development and implementation of the BID renewal campaign
- Produce bi-annual Neighbourhood Newsletter
- Promote public event activities with our audiences
- Contribute to the production of other corporate communications
- Follow-up and develop relationships with non-member business enquiries
- Attend and occasionally assist with company run events
- Provide ad-hoc support for other Vibrant Quarter activities when required
- To undertake such other duties commensurate with your position, and / or hours of work, as may reasonably be required

TO APPLY

Please send your CV and a statement outlining your suitability ASAP by email to Kirsty Jones, Head of Marketing & Communications kirsty@bakerstreetq.co.uk.