



CORPORATE COMMUNICATIONS CO-ORDINATOR

JOB TITLE: Corporate Communications Co-ordinator

SALARY: Up to £30k (pro-rata to reflect working hours and commensurate with experience)

RESPONSIBLE TO: Head of Marketing and Communications

HOURS: Four days; Hybrid working with regular office attendance combined with home-based working. Office working hours with occasional evening events. Open to considering flexible/family friendly working hours.

This is a fixed-term contract for 12 months.

ABOUT BAKER STREET QUARTER PARTNERSHIP: We are the Business Improvement District (BID) for the Baker Street area of Marylebone – well known as a desirable location and a key commercial district in London’s West End – as well as for a certain Mr Holmes. Our work is far reaching to ensure this vibrant area is a great place to work, live and visit. We are funded and directed by the larger businesses and property owners in the area and are not for profit, with everything we do focused on the betterment of the area.

We are looking for an experienced and organised corporate communications professional who will enjoy the challenge of working across a broad spectrum of our projects including sustainability, security, advocacy and charitable giving. You will have a passion and good understanding of the business world and have the ability to produce clear, engaging and effective B2B communications. The Corporate Communications Co-ordinator we are looking for will be comfortable to lead projects and take ownership and responsibility for their development. A flexible approach, professional outlook and positive attitude is essential.

OVERALL JOB PURPOSE:

To co-ordinate corporate communications for BakerStreetQ with oversight by Head of Marketing and Communications

To implement the corporate communications strategy clearly articulating BakerStreetQ’s vision, aims, projects and services

To ensure BakerStreetQ messaging is clear, effective, accurate and alive to our members

To work in closely with our Marketing and Digital Co-ordinator to produce communications across all aspects of BakerStreetQ's communications

Your work would typically involve:

Newsletter

- Ownership, management, production and distribution of a weekly digital newsletter
- Source and create content with team, members, partners and stakeholders
- Gain approvals when necessary for articles from external parties
- Arrange proofread and sign off with Head of Marketing & Communications and Chief Executive
- Plan and be responsible for the article schedule
- Analyse performance and trends and share findings with the team
- Produce a Retail and Hospitality communication once a month

Web

- Ensuring our corporate web content is engaging, accurate and clear, liaising with the web developers when required
- Developing new web content and pages when necessary
- Analysis of Google Analytics

Internal Communications – to BakerStreetQ members

- Assisting key member contacts to enable internal promotion of our organisation
- Owning the programme of communications to members and groups
- Producing member collateral that is engaging and useful

Additional responsibilities

- To work with the Events Producer to publicise our member exclusive events and training including mini campaigns to reach our member audience, and to promote cross promotion between member businesses
- To work on various corporate communications such as the business plan and billing leaflet supported by the Executive Assistant
- Support the CEO and Head of Marketing and Communications with communications relating the renewal ballot
- Brief designers and printers
- Drafting press releases when necessary
- Build a good understanding of the Quarter
- Follow-up and develop relationships with non-member business enquiries
- Ability and willingness to help at and attend BakerStreetQ events when possible to help develop member relationships
- Assist Head of Marketing and Communications with ad-hoc duties
- To work alongside our Executive Assistant in covering the Marketing and Digital Co-ordinator when they are on leave

To undertake such other duties commensurate with your position, and / or hours of work, as may reasonably be required

SKILLS REQUIRED:

- Proven experience of B2B communications – design, implementation and management of delivery – such experience likely to have been gained over 4 years
- Excellent ability to build rapport with a variety of individuals with a focus on responding to our membership's requirements and needs
- Solid verbal communication skills with an ability to effectively influence and engage
- Ability to manage relationships and workflow with external agencies such as design and web development
- Knowledge of LinkedIn and other social media channels
- Excellent written skills with the ability to write detailed factual copy and marketing copy
- Experience of website CMS management ideally Wordpress
- Experience of staff management
- Ability to manage budgets
- Excellent organisational skills and attention to detail
- Ability to compile and accurately record information
- Able to work to tight deadlines whilst ensuring a high standard of work
- Able to work effectively in a team or independently as required
- Excellent computer skills, in particular input, retrieval of data and the ability to use databases
- Handling and management of customer relationship management (CRM) systems
- Ability to liaise and add value to relationships with business representatives and a variety of professionals and voluntary groups
- Ability to manage relationships and workflow with external agencies such as design and web development
- Able and receptive to working to performance targets and to compile evidence to support targets and outputs
- Desirable - Creative Cloud skills i.e. Photoshop, Indesign

TIMESCALE:

Closing date for applications **Friday 18 March. Availability for interviews if shortlisted on 22 and 23 March 2022.**

Application by cover letter and CV to recruit@bakerstreetq.co.uk

Any queries or requests for further information should be directed to Jenny George via recruit@bakerstreetq.co.uk