

## MARKETING AND DIGITAL CO-ORDINATOR

**JOB TITLE:** Marketing and Digital Co-Ordinator

**SALARY:** Up to £28k (pro-rata to reflect working hours) commensurate with experience

**RESPONSIBLE TO:** Head of Marketing and Communications

**HOURS:** Three days per week; Hybrid working with regular office attendance combined with home-based working

**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 organised marketing professional who will enjoy the challenge of working across all the strands of our consumer communications including driving social media, website and promoting our local businesses and area. You will have a passion and good understanding of social media channels including Instagram, Facebook and Twitter, and have the ability to produce clear, engaging and effective B2C communications. This is a new role with the opportunity for you to put your stamp on it as we expand this side of our communications. A flexible approach, professional outlook and positive attitude is essential.

### OVERALL JOB PURPOSE:

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

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

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

Your work would typically involve:

### **Baker Street Regulars:**

- To source deals (i.e. percentage off, 2 for 1 or experiences from our local consumer companies for our members and wider audience)
- Create a monthly communication to promote the deals

### **Social Media**

- Creating engaging, relevant content in the form of posts, stories, and reels across Facebook, Twitter and Instagram.
- Posting regularly and strategically to drive channel growth and increase engagement
- Promoting the content of our consumer facing members and the area
- Engaging with followers and responding to any comments and direct messages
- To report on social media statistics

### **Photography and Film**

- Ensuring we have up-to-date imagery and managing photo library
- Ability to take photographs and films for use on our social media
- Working with Head of Marketing and Communications on briefing and co-ordinating photographers and videographers

### **Consumer Stakeholder Management**

- Actively establish relationships with local retail, hospitality and attractions and other agencies and organisations that will help to promote the area
- Maintaining an overview of new openings and relationships with key landlords
- Maintain our databases with up-to-date contacts and record interactions

### **Web**

- Assisting with the development of a new consumer facing website
- Ensuring new web content is engaging, accurate and clear, liaising with the web developers when required
- Amending and developing online directory of local businesses
- Developing new web content and pages when necessary
- Analysis of Google Analytics
- Adding events to BakerStreetQs corporate website

### **Other**

- Ability to work with our PR agency to obtain content to deliver local, national and regional campaigns
- To work with the Events Producer to market our consumer facing events, pop-ups and experiences programmes i.e. producing mini campaigns and monthly online listings
- Work with the Corporate Communications Co-ordinator to produce a weekly newsletter by providing content on events and local retail and hospitality
- Develop a consumer-focused communication tool
- Brief designers and printers
- To work alongside our Executive Assistant in covering the Corporate Communications Co-ordinator when they are on leave
- Build a good understanding of the Quarter
- Follow-up and develop relationships with consumer facing businesses

- Attend BakerStreetQ events when possible, to help develop consumer business relationships and capture content for social media
- Ability and willingness to help out at events
- Assist Head of Marketing and Communications with ad-hoc duties

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

## **SKILLS REQUIRED:**

- Proven experience of B2C communications likely to have been gained over 3 years ideally this type of industry or consumer marketing
- 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
- Expertise in social media channels
- Excellent written skills with the ability to write marketing copy
- Experience of website CMS management ideally Wordpress
- Excellent organisational skills and attention to detail
- Ability to compile and accurately record information
- Able to work to tight deadlines whilst ensuring a consistently 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
- 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](mailto:recruit@bakerstreetq.co.uk)

Any queries or requests for further information should be directed to Jenny George via [recruit@bakerstreetq.co.uk](mailto:recruit@bakerstreetq.co.uk)