

COMMUNICATIONS MANAGER

JOB TITLE: Communications Manager

SALARY: Up to £32k pro-rata commensurate with experience

RESPONSIBLE TO: Head of Marketing and Communications

HOURS: Five days; Office-based starting as partial home working. Office working hours with occasional evening events. Open to considering flexible/family friendly working hours.

This is fixed-term contract for 12 months with the potential to move to a permanent contract.

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 communications professional who will enjoy the challenge of working across a broad spectrum of our projects including sustainability, security, advocacy, and charitable giving as well as consumer facing projects promoting local retail and attractions. You will have a passion and good understanding of the business world and have the ability to produce clear, engaging, and effective B2B and B2C communications. You will be confident in managing and updating websites and social media platforms including producing copy and assets for these channels. The Communications Manager we are looking for will be comfortable to lead projects and take ownership and responsibility for their development especially on our regular communications for example Baker Street Regulars, newsletter and website. A flexible approach, professional outlook and positive attitude is essential.

JOB PURPOSE:

To manage communications for BakerStreetQ with oversight by Head of Marketing and Communications

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

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

Your work would typically involve:

Newsletter

- Ownership, management, production and distribution of a bi-monthly digital newsletter
- Source and create content with team, members, partners and stakeholders
- Gain approvals when necessary for articles from external parties
- Arrange proof read 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

Social Media

- Develop and manage social media content across all social media channels day-to-day and campaigns
- Schedule and plan content in line with the newsletter
- Create daily content and seek to engage with followers/partners where possible
- Provide performance stats

Baker Street Regulars (currently Shop the Quarter during current context)

- Owning and developing Baker Street Regulars
- Aiming to broker at least two new deals per month
- Manage and monitor existing deals and liaise with retailers on performance
- Develop and maintain relationships with local retailers
- Create promotional campaigns to drive downloads and redemptions
- Analyse redemption performance

Web

- Ensuring 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

Other

- Brief designers and printers
- Have a good understanding of the Quarter
- Follow-up and develop relationships with non-member business enquiries
- Attend BakerStreetQ events when possible to help develop member relationships
- Ability and willingness to help out at events
- Assist Head of Marketing and Communications with ad-hoc duties
- Drafting press releases when necessary
- To deputise for Head of Marketing and Communications and Event Producer as required

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 and B2C communications
- Excellent customer care and communication skills
- Ability to manage relationships and workflow with external agencies such as design and web development
- Proven knowledge of social media channels Instagram, Twitter and Facebook
- 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
- To be able to work to tight deadlines whilst ensuring a high standard of work
- To be 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
- Expert 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
- To be able to work to performance targets and to compile evidence to support targets and outputs
- Desirable Creative Cloud skills i.e. Photoshop, Indesign

Deadline: 1 October

Interviews: 6 and 7 October