



Job title – Marketing and Communications Officer

Hours – 35 hours per week

Permanent contract – 6-month probation period

Annual Salary – £22,000

Annual Leave – 33 days inclusive of bank holidays

Location – Liverpool city centre

Directly responsible to – Head of Marketing

Main purpose of the job:

The successful candidate will be supporting the Head of Marketing on the delivery of the marketing and communications strategy.

The role involves working on annual B2C campaigns aimed at showcasing key areas and sectors within the BID Areas. This includes working with agencies on the designing and communication process while delivering marketing and digital elements in-house in campaigns such as Celebrating Bold Street, Independents' Week or Mystery Shop Awards.

The role also involves positioning the Liverpool BID Company and developing the communications platforms for our 1,500 BID Levy Payers including the management of the BID website, e-blasts and social media platforms.

Duties:

Core duties

- To assist in the production and proof reading of artworks and copy for use in different platforms (brochures, e-blasts, website, social media...).
- To engage with and monitor the operation of the BID social media accounts including Bold Street official social media channels.
- To create e-blasts through a designated platform, currently Mailchimp.
- To update the marketing platforms including: website and social media.
- To deal with providers and partners about quotes, deadlines and services.
- To develop and manage internal communication platforms for BID Levy Payers.
- To assist on the delivery of outdoor and networking events including creative input, development and implementation of the annual events programme

General duties

- To work with BID boards and BID team to deliver the BID Business Plans.
- To assist with BID ballot processes by engaging with members.
- Attendance and representation of the BID at meetings, events and conferences.
- To maintain, develop and add to the BID CRM platform.
- To undertake such other duties commensurate with your position, and/or hours of work, as directed by the Head of Marketing.

Core Skills, Knowledge and Experience

Required:

- Ability to use Microsoft applications and similar web-based tools including: Word, Excel, PowerPoint and Outlook.
- Experience using Wordpress.
- Strong creative, strategic, analytical, organisational skills.
- Results driven, well organised and able to manage several projects simultaneously.
- Ability to execute projects on time and to work collaboratively in a team.
- Strong written and verbal communication skills.
- Excellent attention to detail and quality.
- Provide great customer service to clients and BID Levy Payers.

Desirable:

- Experience using Hootsuite, Eventbrite and Mailchimp.
- Basic knowledge using Adobe software, including Photoshop, Illustrator and InDesign.
- Digital knowledge including: SEO, paid social and social media platforms.
- Basic knowledge of HTML and CSS.
- Ability to analyse data and compile reports.
- Ability to build and maintain relationships with clients, providers and BID members.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

Other benefits

- Pension up to 5% match after 3 months of employment.
- Mediacash - Bronze level cover.
- Citybike corporate card usage.
- Corporate discounted rates at Lifestyle's gyms.

How to apply

If you are able to work alongside a multidisciplinary team improving the city centre then, please send us your CV (maximum 2 pages) and a covering letter explaining how you meet the requirements of this position to info@liverpoolbidcompany.com

Deadline for applications is 31 October.