

EVENTS & MARKETING EXECUTIVE (MATERNITY LEAVE COVER)

PRINCIPAL DUTIES

- Develop and deliver events designed to increase the footfall on, and profile of, the Byres Road BID, in collaboration with the BID Board and Project Manager
- Deliver a communications strategy and marketing plan for Byres Road BID in collaboration with the BID Board and Project Manager
- Undertake B2B and B2C email marketing
- Plan and manage social media accounts for the BID to deliver against agreed objectives.
- Provide website updates – both B2B and B2C content
- Undertake website performance analysis and reporting
- Design of brochures, adverts and other promotional material for print and social media
- Print management for event or campaign promotional materials from commission to distribution
- Manage online and offline advertising as agreed with the BID Project Manager
- Manage collaborative communications with BID events and project partners, including West End Festival.
- Actively liaise with member businesses to consult and inform them on developments, activities and campaigns, including re-ballot activity
- Work with Project Manager to inform local stakeholders about upcoming events and activities.

PERSON SPECIFICATION

Qualifications and Experience	Essential	Desirable
<ul style="list-style-type: none"> • Events, marketing or graphic design degree or other qualification • Experience of developing, running and evaluating events • Experience of managing digital communication channels including websites, Facebook, Instagram and Twitter. • Previous experience of working in an events or a marketing role (or related) with proven track record of success in achieving objectives 		<ul style="list-style-type: none"> ✓ ✓ ✓ ✓
Skills	Essential	Desirable
<ul style="list-style-type: none"> • Excellent communication skills, specifically written English • A high level of accuracy and attention to detail, proof reading and collating complex information into reports. • Excellent IT skills with specific experience of working with databases, MS office applications, Google Analytics and social media • Ability to use Adobe Creative Suite or other relevant design software • Ability to design for print and social media • Highly organised • Excellent time and project management skills with the ability to juggle a wide range of competing demands • Ability to work under pressure and meet deadlines 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓

