



Communications and Events Officer, Better Bankside

Remuneration: £26,000 per annum

Hours of work: Full-time: 35hrs/week. 9am – 5pm Monday – Friday with some evening and early morning working required

Location: Bankside Space, 18 Great Guildford Street, London SE1 0FD

Reporting to: Head of Marketing and Communications

Start date: ASAP

In this newly created role, we're looking for a passionate communications professional to manage a variety of digital marketing channels at Better Bankside and assist with the delivery of a programme of events.

This is an opportunity to position Bankside as a thriving place to work and do business, communicating to Better Bankside's membership of over 800 businesses with over 70,000 employees.

Better Bankside delivers a wide range of services and coordinates a varied events programme for Bankside businesses, from knowledge and networking to wellbeing and social. The Communications and Events Officer will provide support on the organisation and delivery of this programme of events, as well as managing **Better Bankside's** social media channels, e-newsletter and website content.

The post-holder will also create content for **Bankside London's** digital marketing channels – promoting Bankside as a destination to visitors and in turn benefiting its attractions, hotels, and restaurants/bars. This role will manage the day-to-day delivery of social media messaging, monthly e-newsletters and website content creation, ensuring the story and offer of Bankside is communicated, including the promotion of Bankside's cultural programme.

The Communications and Events Officer will provide support to the **Venues Bankside** group, a free venue finding service that promotes local event and meeting venues.

The post-holder will report into the Head of Marketing and Communications, working closely with the Marketing Officer and Membership Manager on both corporate and consumer facing communications.

RESPONSIBILITIES

Communications

- Successfully and effectively communicate Better Bankside's offer to the business community: decision makers, ambassadors and employees.
- Content creation for @BetterBankside social media channels including Twitter and LinkedIn, and @Bankside_London Twitter and Instagram accounts.
- Create and upload content such as event listings to betterbankside.co.uk, banksidelondon.co.uk (shortly launching) and venuesbankside.com. Collate content from partner organisations and write articles.
- Prepare monthly e-newsletters for Better Bankside, Bankside London and Venues Bankside.

- Prepare corporate communications including printed collateral promoting Better Bankside's services and events to local businesses and their employees.
- Involvement in the redevelopment of a new Better Bankside website which is entering its final stages.

Events

- Assist the Membership Manager in organising and promoting business events (e.g. Better Bankside's summer and winter networking events).
- Represent Better Bankside and manage registration at regular employee events (e.g. walking tours, monthly pub quiz, annual Pancake Day Race)
- Coordinate campaigns to promote member businesses (e.g. Better You fitness and wellness month).
- Coordinate event feedback process.

Data and insights

- Support the Membership Manager in commissioning research e.g. collate data for inclusion in Bankside Insights – a publication featuring facts and stats about Bankside.
- Prepare quarterly reports for consumer facing businesses which collates insights including footfall data and tourism reports from London & Partners.
- Monitor and report the impact of digital marketing activity, analysing website traffic, newsletter open rates, social media engagement and any other relevant metrics.

Administration

- Manage the picture library, ensuring it is up to date and clearly organised.
- Administer the Buzz card local discount scheme to local employees.
- Data entry using the CRM system.
- Record and report on sector profiling of member businesses.

Account management

- Responsibility for informing businesses of forthcoming ballot during the campaign, which is required of all Better Bankside staff in the lead up to the ballot.

PERSON SPECIFICATION

Required skills and competencies

- Excellent written and oral communication skills including writing, spelling and grammar. Able to write creatively and clearly for a range of channels and audiences (essential)
- Competent at tailoring messages to corporate and consumer audiences (essential)
- Confident social media user (essential)
- Highly organised and able to prioritise and manage workload effectively (essential)
- Thorough and accurate with excellent attention to detail (essential)
- Able to confidently develop positive and productive working relationships with Better Bankside members, partners and contractors (essential)
- Creative thinker (essential)
- Confident user of standard MS Office software packages (essential)
- Strong administrative skills (desirable)
- Knowledge of CMS (desirable)
- Able to use Adobe Photoshop (desirable)

Relevant experience and education

- Educated to degree level (or equivalent further education qualification) with experience in a marketing and communications role **or** equivalent relevant practical experience (essential)
- Experience of using social media in a professional context as part of a marketing strategy (essential)
- Experience of using e-marketing tools to send emails/invitations (desirable)
- Experience of creating and uploading website content (desirable)
- Experience of organising events (desirable)
- Reporting success of digital marketing channels and relevant data (desirable)
- Understanding of Business Improvement Districts (desirable)
- Interest in Bankside as an area to live, work and visit (essential)

About Better Bankside

Better Bankside is a partnership, a collective of local businesses, working closely with other community stakeholders to co-create a programme that benefits the whole neighbourhood. Over the past fifteen years we have worked hard to shape our district and grow Bankside's reputation as a place to invest in, a place where people are proud to work and want to spend time.

This is an opportunity to join a small team which makes a big impact in the Bankside neighbourhood. In our friendly team of twelve, there are plenty of opportunities to get involved across many areas of the business and work with a variety of stakeholders. Everyone at Better Bankside is passionate about their area of work, and the Bankside neighbourhood.

Bankside is a world class neighbourhood with a special character and a rich heritage. On the other side of London's mainstream for centuries, Bankside became a natural landing place for outsiders and free thinkers. Today, rich in art, entertainment and culture, Bankside has a bold and independent spirit shaped by its past - an 'otherness' that inspires creative thinking.

Better Bankside is a Business Improvement District (BID) in Southwark, London SE1. Its job is to make Bankside a thriving place to work, live and visit. Better Bankside was the one of the first BIDs to be established in the UK, there are now over 300.

A BID is an independent, business-owned and led company, which seeks to improve a given location for commercial activity. Better Bankside's members are the 800+ companies in the BID area (between Blackfriars Road in the west and London Bridge in the east, and south from the River as far as Great Suffolk Street and Borough Station) who pay its annual 'levy'. Many of these are heavily involved in the governance of the company.

Every five years the business members are given the opportunity to vote on the continuation of the BID. We are currently in our ballot year and preparing for the new term, 2020 – 2025. We achieved overwhelming support in our 2015 ballot where 88% of businesses voted in favour of another five-year term.

Applications

To apply, send a CV and covering letter (2 sides maximum) to Kate Poulter at kp@betterbankside.co.uk. Your covering letter should address:

- why the role appeals to you

- what you hope to bring to the role, referring to the skills and competencies, and required experience, listed above.

Please also include completed equal opportunities form (this will not form part of the selection process).

Closing date for receipt of applications is **5pm on Wednesday 14 August 2019**.
Interviews will take place w/c **Monday 19 August 2019**