

**Job Description**

<b>Title:</b>	<b>Marketing Manager</b>
<b>Remuneration:</b>	£38,000 per annum
<b>Hours:</b>	Full time, 35 hours per week. Some early morning, evening and weekend working required.
<b>Location:</b>	Better Bankside, Bankside Space, 18 Great Guildford Street, London SE1 0FD
<b>Contract:</b>	Permanent
<b>Reporting to:</b>	Director of Communications and Engagement

Better Bankside is seeking a proactive, creative, independent thinker to lead a strategic place marketing programme, positioning Bankside as 'London's other side'. Working with the Director of Communications and Engagement, the Marketing Manager will evolve and deliver creative programming and campaigns that celebrate and nurture Bankside's distinct character.

The Marketing Manager will work closely with colleagues across the organisation to amplify messaging of the organisation's vision and purpose, both what we do and why we do it, ensuring clear and coherent communication to members and stakeholders across multiple channels, broadening influence and reaching new audiences.

**Job overview**

The Marketing Manager will be responsible for Better Bankside's Area Promotion and Venues Bankside programmes, with a lead role in delivering corporate and consumer marketing, PR and events, communicating Better Bankside's diverse programme to business members and stakeholders. The postholder will be a guardian of the Better Bankside brand and sub-brands and play a key role in evolving a narrative around Bankside as a place.

The Marketing Manager will deliver an exciting programme of activities that raises the profile of Bankside. The role also involves promoting the area's attractions, event venues, festivals to a global audience and raising awareness of Bankside as a world class visitor destination.

The Marketing Manager will support the organisation's strategic priorities and will contribute to the delivery of action plans in the areas of economic growth, climate, and social capital.

The postholder will have a strong partnership approach, working closely with business members and collaborators including Team London Bridge, Waterloo Quarter BID, South Bank Employers Group and London & Partners, as well as a range of tourism stakeholders.

## **Responsibilities**

- Lead and manage Area Promotion and Venues Bankside programme and budget including development and delivery of annual plan that aligns with the BB vision and strategy and delivers value to our members.
- Evolve and amplify the Bankside Story – a narrative that communicates the authenticity of the neighbourhood to a range of audiences and stakeholders, positioning Bankside as 'London's other side'.
- Work with Director of Communications and Engagement to develop a cultural programme for Bankside that celebrates the heritage and character of the neighbourhood, engaging cultural industries and local businesses.
- Explore opportunities to develop the programme of events, either directly coordinated or through partnerships.
- Content creation, audience growth and management of Better Bankside, Bankside London and Venues Bankside digital marketing channels including websites, e-newsletters, social media platforms. Ensure websites are performing successfully, increasing the generation of booking enquiries (Venues Bankside).
- Lead on development and distribution of all marketing collateral.
- Identify and monitor trends within cities, culture and communities ensuring the BB programme responds, staying close to the evolving needs of businesses.
- Utilise and analyse existing data (footfall, hotel occupancy, spend data) and explore new sources to evaluate the potential benefit of tourism for businesses and impact of changes in Bankside.
- Commission, monitor and evaluate visitor research to assess awareness of Bankside, the effectiveness of Better Bankside's marketing activities, and visitor motivations and make findings available to Better Bankside members for their own purposes. Respond to research in programme development.
- Support the lobbying process on behalf of Better Bankside to ensure that the area's tourism and area interests are accounted for.

- Manage relationships with key stakeholders in the area including Tate Modern, Shakespeare's Globe and Borough Market.
- Develop a schedule of familiarisation trips and briefings for media and London tourist information centre, hotel front-of-house, London & Partners and Visit Britain staff.
- Act as a brand guardian. Work across theme groups to ensure all marketing collateral, digital outputs and environmental branding are developed in line with brand guidelines.
- Work across theme groups to ensure key projects and initiatives are communicated coherently to relevant audiences.
- Act as key liaison with Better Bankside's retained PR consultant to promote Bankside and Better Bankside in the media. Monitor and evaluate delivery of this.
- Ideas generation for innovative new projects, services and campaigns that add value for business members and deliver positive impact in Bankside, ensuring accessibility and inclusivity.
- Explore opportunities to raise additional funding.
- Play a key role in the 2025 ballot campaign, in particular the development of the proposal document and the communications campaign.

### **Person specification**

There is no preference for any particular background, but you need be able to demonstrate an impressive range of relevant experience in the following areas.

### **Required skills and experience**

- Five years experience in relevant field such as destination marketing.
- A creative thinker with demonstrable experience of bringing forward new ideas.
- Impeccable written and oral communication skills with the ability to adapt style for a range of publications and audiences. Able to communicate professionally and confidently to a range of stakeholders.
- Project management, business planning and budget management skills.
- Proven track record of implementing multi-channel marketing strategies.
- Experience of producing engaging digital and printed marketing collateral.
- A strong team player with experience of partnership working.
- Appreciation of the challenges and opportunities facing city districts.
- Knowledge of issues facing tourism sector stakeholders, local resident and business communities in relation to redevelopment, regeneration and fluctuating visitor numbers.
- Proactive and self-motivated, ability to prioritise own workload and to work to tight deadlines.

- Interest in Bankside as an area to live, work and visit.
- An understanding of Business Improvement Districts, local and central government and their structures and relationships.

### **About Better Bankside**

***Vision** Powered by the people of Bankside, Better Bankside will be an agent of change, leading innovative economic, environmental and social action to advance one of the world's great neighbourhoods, bringing benefits to business and Banksiders.*

***Mission** We will improve everyone's experience of the neighbourhood by co-creating our programme with Banksiders, responding inventively to urban challenges, and celebrating the differences that define Bankside as London's Other Side.*

Better Bankside was one of the first Business Improvement Districts (BID) in the UK, established in 2004. We are a partnership of local businesses, working closely with other community stakeholders to co-create a programme of projects and services that benefits the whole Bankside neighbourhood. Our core purpose is to support local businesses and make a positive impact in our community.

As a BID, we are funded by a mandatory levy on businesses within a defined boundary. BIDs are established through a ballot process, and every five years must return to their members to secure a majority vote in favour of their continuation. Our last ballot took place in November 2019, achieving overwhelming support from the business community, with 92% voting for another five years of Better Bankside.

Better Bankside is an organisation where you can make a real impact; and where you can expect to get involved in a wide-ranging programme of work. We are a small team of fifteen in the Bankside office, plus our wardens and street cleaning teams. The way that we work with our members through our governance structure provides an extended network of regular collaborators and contributors.

### **Working arrangements**

Better Bankside operates on a flexitime basis with mandatory core hours of 10am-4pm, Monday to Friday, with additional hours, evening and weekend work expected in accordance with the requirements of the post. Due to the nature of our work, a minimum of three days per week will be based in the office with up to two days working from home.

Throughout the pandemic, Government guidance has been adhered to with home working supported for those able to do so, and measures put in place to ensure the Better Bankside workplace is Covid secure.

### **How to apply**

At Better Bankside, we celebrate diversity and promote equality and inclusion amongst our staff. We welcome applications from all, regardless of personal characteristics or background. We've taken the decision to use blind recruitment for this role and as such, we'd like applicants to apply by using the platform Be Applied.

**Link** <https://app.beapplied.com/apply/vjphgjt4p>

Full copy of the JD can be found on our website - [www.betterbankside.co.uk](http://www.betterbankside.co.uk)

**Closing date: 29<sup>th</sup> September, noon**

**Interviews (via Zoom): w/c 4<sup>th</sup> October**

Incomplete applications will not be considered. Applicants must be able to demonstrate the right to work in the UK.