



# Business Improvement District

## **Job Description**

### **Marketing Executive**

#### **Reporting to the Communications and Commercial Manager**

#### **Fixed Term to 31.3.2021**

#### **Location:**

Stall Street Bath or prevailing Bath BID Company Office HQ

#### **Job Purpose:**

#### **Responsible for:**

1. To manage a number of marcoms projects as agreed with the Communications and Commercial Manager
2. Management of the company's social media channels to guidelines agreed by the company and monitoring key stakeholder social media channels to ensure appropriate BID response
3. Creating content (images, word and film) for the Company website and ensuring it is up to date and an effective resource for Bath BID levy payers and external viewers
4. Writing regular columns, features and content on behalf of the Chief Executive in support of agreed core messages and themes.
5. Preparing sales presentations and briefings for key audiences to agreed messages and deadlines
6. Meeting Bath BID Businesses to promote and sell opportunities to participate and projects to support their business.
7. To support the companies promotional programme including building relationships and commercial partnerships with Bath BID Businesses and key stakeholders
8. To provide holiday and other cover for Executive assistant and other key personnel to ensure effective communication with all stakeholders and effective handling of all enquiries

#### **Performance measures:**

Your performance will be measured against targets jointly agreed at the beginning of each year and reviewed half yearly aligned to the company business plan.

## **Terms & Conditions:**

### Working Hours:

Core Hours 37.5. Normally working Monday-Friday 8.30 am – 5 pm. It will also be necessary for the post holder to work such hours outside these periods as are necessary for the proper fulfilment of the duties described, such as occasional weekend and evening duties. Time in lieu will be given when these additional hours are agreed in advance.

**The job description is a guide the nature of the work required but does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development which may be required in future.**

### Bath BID Values

- ❖ Commitment to Excellence: a belief that everything we do must be of the highest standard and reflective of our vision to be the “go to private sector organisation for enabling businesses in Bath to succeed”
- ❖ Honest and Open: we will proactively engage with and listen to our partners seeking opinion and ensuring understanding of our ambitions and approach
- ❖ Respect and Trust: all of our actions will demonstrate a respect for the views of others and the integrity of our approach. We will treat people and issue with fairness and equality at all times