

**Job Title**

Marketing Coordinator

**Location**

Stratford Circus, Theatre Square, Stratford, London E15 1BX

**Reports to**

BID Manager

**Job Purpose**

**Stratford Original is working to make Stratford Town Centre better for business**

Stratford Original is the business led and funded Business Improvement District (BID) working to make Stratford a place where businesses come, stay and prosper. We invest in our local area to make it more welcoming, safer, attractive and exciting as a destination.

We are looking for a dynamic and self-motivated Marketing Coordinator to look after the Marketing and Communications function of Stratford Original BID, joining our small but dynamic team. You will be required to assist with daily marketing activities and the development and delivery of our marketing and media strategy.

You will get a chance to be involved in promoting a wide range of projects – our work comprises anything from arts and culture, local events, environmental projects, regeneration and public realm work, to supporting our BID members with training, networking and business support.

**What we need you to do:**

(B2B) – We are financed directly by local businesses – communicating to them what they receive in return for their contribution is therefore vital. You will lead on spreading the word to our members about all the BID's activities and benefits.

(B2C) – Promote the original Stratford as a destination to consumers – tell the world about the great things happening in Stratford.

- Assist the BID Manager and colleagues with the creation and implementation of strategic marketing plans
- Update and develop all social media channels

- Ensure our website is regularly updated, with news and events but, businesses details in our Business Directory
- Run analytical reports (monthly) and identify trends
- Use tools such as Mailchimp, Survey monkey, Eventbrite etc. to engage with BID members
- Ensure branding is comprehensive, consistent and applied through all channels
- Produce and commission marketing collateral
- Research, write and publish regular BID communications, such as monthly newsletters (on- and offline)
- Identify opportunities and write content for PR, E-Shots, Case Studies and blog posts
- Liaise with potential PR agency and other external suppliers
- Update BID database and secure new contact information from member businesses and others
- Support the delivery of business networking opportunities including events, meetings and workshops
- Support the management of BID events, liaising with contractors, venue managers etc.

**Who we need to do it:**

- At least three year of marketing experience
- Bags of creativity, initiative and ideas
- A savvy self-starter who will hit the ground running
- Proven excellent written and verbal communication skills
- A thorough person, with great proofreading skills
- Ability to prioritise and manage own workload
- A digital native, familiar or eager to learn how to use digital marketing tools
- Demonstrated ability to communicate, present and influence appropriately with different audiences
- Credible in a business environment
- Up to date with the latest trends and best practice in online marketing
- Willingness to work in a small hardworking team

**Desirable:**

- Knowledge of web and social analytic tools (Google Analytics)
- Experience of working with a BID or a member organisation
- Experience using Adobe Photoshop and InDesign

**Terms & Conditions**

**Salary**

£19,000 - £21,000 depending on experience

**Position**

Part Time, 3 days per week (24 hours) plus occasional evening and weekend working. Flexible arrangements can be discussed.

**Holidays**

22 days per annum, in addition to public holidays (pro rata for part time)

**Pension**

Statutory pension scheme offered.

**Probation period**

There will be a probationary period of 13 weeks.

**Contract**

Due to the nature of the company, a fixed term contract will be offered until March 2025 with the possibility to extend it for another 5 years based on the BID securing funding. Continuous employment is subject to the BID achieving successful renewal ballot at the end of each term.