

# STRATFORD ORIGINAL

YOUR BUSINESS IMPROVEMENT DISTRICT

**Job Title:** Marketing Manager

**Location:** Stratford, London

**Reports to:** BID Manager

**Salary:** £37,000 - 40,000 pro rata, depending on experience

**Role:** 3 days per week

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## **About Stratford Original BID**

Stratford Original BID is dedicated to making Stratford a thriving hub for business, culture, and community. Representing local businesses and stakeholders, the BID focuses on creating a vibrant and prosperous environment through strategic initiatives in marketing, public realm improvements, and community engagement.

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## **Job Purpose**

The Marketing Manager will play a critical role in promoting Stratford as a destination for visitors, residents, and businesses, driving footfall and enhancing its reputation locally and nationally.

To lead the development, delivery and management of the marketing, communication and events function of Stratford Original BID, joining our small but dynamic team.

## **Key Responsibilities**

### **1. Marketing Strategy and Leadership**

- Develop and implement a comprehensive marketing strategy aligned with Stratford Original BID's strategic goals.
- Position Stratford as a leading destination for business, culture, shopping, and entertainment.
- Lead all marketing campaigns to drive footfall, increase brand visibility, and support local businesses.
- Analyse market trends, visitor data, and stakeholder needs to inform strategy.

### **Campaign and Brand Management**

- Oversee the development and execution of innovative campaigns that reflect the vibrancy and uniqueness of Stratford.
- Ensure consistent branding and messaging across all platforms, including digital, print, and events.
- Manage relationships with agencies and vendors to deliver high-quality marketing outputs.

### **Digital and Content Marketing**

- Manage the BID's online presence, including the website, email marketing, and social media platforms.
- Create compelling content to engage diverse audiences, promoting Stratford's businesses, events, and cultural offerings.
- Monitor analytics to track campaign performance and optimize digital strategies.

### **Stakeholder and Community Engagement**

- Build relationships with BID members, local authorities, and community organisations.
- Support businesses within the BID by promoting their services and offerings through marketing initiatives.
- Collaborate with key partners on events and campaigns that enhance Stratford's reputation.

### **Budget Management**

- Manage the marketing budget efficiently, ensuring ROI on all marketing activities.

- Prepare reports and presentations to demonstrate the impact of marketing efforts to the BID Board.

### **Team Leadership**

- Manage social media assistant.
  - Foster a collaborative and innovative culture within the team.
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### **Key Skills and Experience**

- Proven experience in a senior marketing role, preferably within a BID, destination marketing, or similar sector.
  - Strong strategic planning and campaign management skills.
  - Exceptional knowledge of digital marketing, social media, and content creation.
  - Excellent written and verbal communication skills, with the ability to tailor messages for different audiences.
  - Strong relationship management skills, with experience engaging with multiple stakeholders.
  - Analytical mindset, with the ability to interpret data and translate insights into actionable strategies.
  - Knowledge of Stratford and the local business environment is highly desirable.
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### **Benefits**

- Opportunity to shape the future of Stratford's growth and success.
  - Collaborative and supportive working environment.
  - Professional development opportunities.
  - Statutory pension scheme.
  - Generous paid holiday entitlement.
  - Flexible working arrangements including hybrid working.
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This role is ideal for a dynamic and visionary marketing professional who is passionate about making a tangible impact in Stratford.

*Stratford Original BID is an equal opportunity employer and encourages applications from candidates of all backgrounds.*