

# Job Description: Marketing Executive

**Company:** Colmore Business District

**Location:** Christchurch House, 30 Waterloo Street, B2 5TJ

**Employment Type:** Part-time, 22.5 hours until 31 March 2029

**Salary:** £25,000-28,000 FTE DOE

## Position Summary

Colmore Business District is seeking a dynamic and creative Marketing Executive to join our marketing team. The ideal candidate will be responsible for developing and executing marketing strategies to enhance brand awareness and engagement across communication channels. This role involves working closely with the Communication Manager to ensure cohesive and effective marketing communications.

## Key Responsibilities

### Marketing Strategy

- Develop and implement comprehensive marketing plans and strategies to achieve business objectives.
- Conduct market research to identify trends, opportunities, and competitive analysis.
- Monitor and report on the effectiveness of marketing campaigns, adjusting strategies as necessary.

### Content Creation

- Create engaging and relevant content for various marketing channels, including social media, websites, blogs, and newsletters.
- Produce high-quality marketing materials, including flyers and infographics.
- Manage content calendars and ensure timely publication of marketing content.

### Digital Marketing

- Manage and optimise digital marketing campaigns, including email marketing and social media advertising.
- Analyse and report on the performance of digital marketing efforts using tools such as Google Analytics and social media insights.
- Stay updated on the latest digital marketing trends.

### Brand Management

- Ensure consistent brand messaging and visual identity across all marketing channels.
- Develop and maintain brand guidelines to support internal and external communications.
- Monitor brand reputation and address any issues promptly.

### Event Support

- Support at various events across the year, at times outside of the usual working hours.
- Support with event evaluation.
- Manage RSVPs.

### Partnerships and Collaboration

- Identify and build relationships with potential partners, influencers, and stakeholders.
- Work with external agencies and vendors as needed.

### General Support

- Support and attend Working Groups as required
- Support planning and consultation with all stakeholders on a range of operational issues
- Assist in ensuring efficient and effective use of resources to achieve the aims and objectives of the Colmore BID.
- Help to introduce and maintain a range of monitoring mechanisms for related budgets and activities in order to measure investment and success
- Contribute towards the development of an accessible, comprehensive and responsive organisation.
- Help to ensure good health and safety practices in all operational areas.
- Assist in bringing about equality of opportunity in service delivery.

## Required Qualifications and Skills

- Working towards or already having a Degree in Marketing, Communications, Business Administration, or a related qualification.
- Proven experience as a Marketing Executive or in a similar marketing role.
- Strong understanding of marketing principles and practices.
- Proficiency in digital marketing tools and platforms (e.g., Google Analytics, Hootsuite, MailChimp).
- Excellent written and verbal communication skills.
- Creative thinking and problem-solving abilities.
- Strong organisational and project management skills.
- Ability to work independently and as part of a team.

## Preferred Qualifications and Skills

- Experience in B2B or B2C marketing.
- Experience with graphic design tools such as Canva, Capcut and Adobe.
- Experience with video production and editing.

## Additional Information

- The Marketing Executive will report directly to the Communications Manager.
- This role may require occasional travel for events and meetings.
- This role may require occasional overtime or weekend work for event coordination.
- The person delivering this role will often be the 'face' of Colmore BID to the outside world. We expect a person doing this job successfully to balance an outward appearance that reflects their unique character with the expectations of the business community we serve.

**To Apply** please submit your CV and a cover letter detailing your relevant experience and why you are the ideal candidate for this position to [info@colmorebid.co.uk](mailto:info@colmorebid.co.uk). Please reference the job title in the email subject.

Application Deadline: 22 July 2024  
Interviews: Week commencing 29 July