



Be Richmond

live | work | explore

Marketing and Communications Manager

Be Richmond Business Improvement District is looking for a strategic marketing and communications manager to work closely with our marketing agency to deliver a cohesive communications strategy projecting a positive image of Be Richmond to our members and the public. Enhancing the economic growth of Richmond Town Centre and promoting Richmond as a destination.

Building on the current team's skills and responsibilities, reporting directly to the Chief Operating Officer, we welcome flexible working arrangements including reduced hours, flexible start and end times and compressed hours up to 24 hours per week. This position will suit experienced candidates looking for a part time opportunity.

RESPONSIBILITIES

Establish and drive a multi-channel communications strategy.

Define the key marketing metrics and plot a path for their delivery.

Develop brand voice and maintain brand integrity across all platforms.

Support the organisation's strategic priorities.

Manage the annual budget and delivery of the 'Place Marketing' business plan including managing meetings of this group to steer programming.

Lead the agency team of communication, marketing, and design professionals.

Manage digital marketing channels and platforms such as social media, e-newsletters and website content.

 berichmond.london

   [@berichmonduk](https://www.instagram.com/berichmonduk)

Manage the design and production of printed collateral, and its distribution where relevant.

Act as a liaison with dedicated PR consultant where required to build the profile of Richmond as a destination.

Work with partners such as Visit Richmond, Richmond Council and other key stakeholders to gather insight, explore areas of collaboration and identify funding opportunities.

Identify and monitor trends within cities, culture and communities ensuring the Be Richmond programme remains relevant.

Utilise and analyse existing data and explore new sources to evaluate the success of Richmond Town Centre.

Deliver an exciting programme of activities and events that raises the profile of Richmond Town Centre.

Deliver marketing campaigns, digital platforms and programming to drive footfall, build back visitor numbers to support the local economy, encourage local employees back to the office with a programme of employee focussed campaign and engage new audiences to discover Richmond.

Provide regular analysis and insight to the effectiveness of all marketing channels at quarterly steering group and board meetings.

EXPERIENCE REQUIREMENTS

Experience of delivering multi-disciplinary marketing campaigns, using insight and data to inform decisions and providing detailed analysis to showcase success.

Demonstrable experience of planning and delivering events.

Excellent written and oral communication skills with the ability to adapt style for a range of mediums and audiences.

Able to communicate professionally and confidently to a range of stakeholders.

Experience of managing projects with assigned budgets.

An enthusiastic collaborator with experience of partnership working.

Organised & proactive, must be comfortable with taking initiative.

Five years' experience in a similar role.

 berichmond.london

   [@berichmonduk](https://twitter.com/berichmonduk)

DESIRABLE EXPERIENCE

Insight into the challenges and opportunities facing city districts.

Knowledge of issues facing tourism sector stakeholders.

Proactive and self-motivated, ability to prioritise own workload and to work to tight deadlines.

Interest in Richmond as an area to live, work and explore.

An understanding of Business Improvement Districts, local and central government and their structures and relationships.

SKILLS

Demonstrated knowledge and proficiency with communications technologies.

Understanding of copywriting, graphic design, layout, and publishing.

Working knowledge of content management systems, HTML coding, and digital graphics production.

Familiarity with social media platforms and social media marketing.

Experience with search engine marketing, Google Analytics, and Google AdWords

Impeccable copywriting and copy-editing abilities.

Strong leadership track record.

Excellent verbal communication and presentation skills.

Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)

To apply for this exciting part time position please email a copy of your CV and a covering letter of no more than one page to

louise@richmondbid.london
by 5pm on Friday 12th May 2023.

 berichmond.london

   [@berichmonduk](https://www.facebook.com/berichmonduk)