



## **COMMUNICATIONS EXECUTIVE – FREELANCE CONTRACT £16-£18 PER HOUR**

We are seeking an expert freelance Communications Executive, initially for 12 -18 months, to deliver a range of regular communications including our weekly digital newsletter and social media activity. Not only that, you'll be the go-to contact to source and promote deals with local businesses through our Baker Street Regulars deals platform. This is an exciting, versatile role for someone who loves crafting copy, building relationships and getting creative.

It's expected that the work will take between 20 and 24 hours a week and we would like you to spend this time in our lively Baker Street office. Ideally these hours will be shared throughout the week to ensure you're well connected with the rest of the team and don't miss out on any hot stories. Being a fast learner is a must as we have lots of projects and services that you'll need to get up to speed with. You'll also spend lots of time sourcing stories with our members and stakeholders so you must be naturally inquisitive, highly organised as well as super-efficient. Take a look at the full details below and get in touch if you think you're just what we're looking for.

### **ABOUT BAKER STREET QUARTER PARTNERSHIP:**

We are the Business Improvement District (BID) for the Baker Street area of Marylebone – well known as a desirable location and a key commercial district in London's West End – as well as for a certain Mr Holmes. Our work is far reaching to ensure this vibrant area is a great place to work, live and visit. We are funded and directed by the larger businesses and property owners in the area and are not for profit, with everything we do focused on the betterment of the area.

Our small but high energy team has a fantastic opportunity for a Communications Executive to work closely with all areas of the organisation. This is an exciting position for an individual with strong communications experience to shine. It's a varied role where you will have the opportunity to craft creative communications across many projects, work with a wide range of local businesses and utilise different communication channels.

### **ROLE REQUIREMENTS:**

- Manage and implement the production and distribution of the weekly digital newsletter
  - Sourcing and creating content with team, members and partners

- Planning and scheduling editions
- Review recipient data and monitoring responses
- Develop social media content across all social media channels
  - Schedule and plan content in line with newsletter
  - Create daily content sourcing engagement activities
- Develop and manage deals and directory for Baker Street Regulars
  - Develop and maintain relationships with local retailers face to face
  - Create promotional campaigns to drive downloads and redemptions
- Produce bi-annual printed Neighbourhood Newsletter
- Produce and manage content for the BakerStreetQ website
  
- Follow-up and develop relationships with non-member business enquiries

## **SKILLS REQUIRED**

- At least three years' experience of creating communication activities
- High attention to detail and strong copy writing and proof reading skills for a variety of channels
- Excellent communicator with the ability to engage with a range of stakeholders including local retailers and hoteliers to public sector bodies and charities.
- Excellent planning and time management/multi-tasking skills, with the ability to take the initiative and work independently with little supervision
- Ability to build and maintain partnership relationships
- Well-versed in the latest social media and integrated communications channels
- Proven ability to establish personal credibility with content experts, pick up new information quickly and translate complex data and ideas into mainstream language and story angles
- Advanced competence in IT, in particular in MS Office, some competency in contact databases and Photoshop ideal
- Able to anticipate potential reputational risks
- Membership of recognised industry body eg.CIM or CIPR would be an advantage.

## **APPLICATION**

Application by cover letter and CV to [recruit@bakerstreetq.co.uk](mailto:recruit@bakerstreetq.co.uk)

Closing date: 27 October 2017 (Early applications are encouraged)

Interviews: Early November with a view to starting in early December.

Any queries or requests for further information should be directed to Jenny George via [recruit@bakerstreetq.co.uk](mailto:recruit@bakerstreetq.co.uk)