

HEAD OF MARKETING AND COMMUNICATIONS

JOB TITLE: Head of Marketing and Communications (interim maternity cover)

SALARY: In the region of £45,000 commensurate with experience

RESPONSIBLE TO: Chief Executive

DIRECT REPORTS: Events and Member Communications Manager; Communications Executive

HOLIDAY: 25 days Annual Leave entitlement for a 12 month period

HOURS: Full time; Office-based and office working hours with occasional evening events. Open to considering flexible/family friendly working hours

This is a fixed-term maternity cover role for a period of 8 to maximum 12 months

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.

We are looking for a creative, experienced and organised marketing and communications professional who enjoys a challenge and wants to make a difference. You will be overseeing our marketing and communications strategies with a broad range of responsibilities and programmes and the opportunity to develop strategy and work programmes in relation to two new areas of work on the retail strategy and area identity.

JOB PURPOSE:

To continually develop and implement an effective marketing and communications strategy clearly articulating BakerStreetQ's vision, aims, projects and services

To lead the marketing and communications function and manage the team

To ensure BakerStreetQ messaging is clear, effective, accurate and alive to different audiences and local and other sensitivities

To ensure active consultation of businesses in relation to BakerStreetQ plans, projects and services.

To directly manage the Christmas Lights project

To provide strategic oversight, development and input to:

- Member communications
- Social and Wellbeing Programme
- Event and training programmes
- Baker Street Regulars
- Communications channels including newsletter, website, social media

To develop BakerstreetQ's public affairs and public relations strategy and function in particular in relation to the retail strategy and area identify work stream

To develop and implement communication, marketing, and public affairs strategies to deliver the aspirations of two key new work streams: retail strategy and area identity.

JOB PROFILE:

Your work would typically involve:

Strategy and oversight

- Developing and implementing an effective Marketing and Communications strategy for Baker Street Quarter Partnership
- Producing an Annual Marketing and Communications Plan to implement the strategy effectively communicating and supporting BakerStreetQ's vision, projects and services.
- To develop and implement communication, marketing, public affairs and activity strategies to deliver the aspirations of two key new work streams: retail strategy and area identity.
- Identifying new opportunities for growth and development
- Owning the brand identity, its development and growth
- Influencing and helping shape the continued growth of the company

Programme Management

- Managing the Vibrancy, Identity and Community Steering Group and ensuring its effectiveness

- Planning and controlling all Marketing and Communication related expenditure as well as relevant projects
- Establishing, monitoring and reporting on Key Performance Indicators and targets.
- Evaluating the success of the plan, strategy and components thereof.
- Providing regular update reports to the Chief Executive, Steering Group and the Boards.
- Contract management of agencies, suppliers and contractors

Representation and Relationships

- Being a key representative of the company for public affairs, external projects and events
- Deputising for the Chief Executive at meetings and events as required
- Developing and harnessing strong relationship with members and other partners
- Exploring and implementing collaboration with partner stakeholders such as the Estates

Projects

- Developing, refreshing and implementing project specific communications
- Managing the Christmas Lights project

Events and Activities Programme

- Overseeing and developing the strategy and implementation of:
 - Social and Wellbeing Programme
 - Baker Street Regulars
 - Event and training programmes including Summer in the Square
- Ensuring events and activities are and remain effective and provide value for money

Communication and marketing channels and materials

- Ensuring BakerStreetQ produces high quality and effective collateral
- Overseeing the continued development of the website, newsletter and social media
- Considering and where appropriate developing new communications channels
- Ensuring the Baker Street Regulars website, social media and other channels are fully integrated

Member Engagement and Consultation

- Driving, developing and ensuring implementation of the member engagement strategy
- Account managing relationships with allocated member businesses
- Developing a detailed mid-term consultation and review
- Overseeing market research and consultation such as surveys, customer questionnaires and focus groups to inform the development of BID plans, projects and services
- Responding to enquiries from BID levy paying businesses.
- Ensuring the company database is updated regarding your contact with BID levy paying businesses and any changes in contacts and details.

- To undertake such other duties commensurate with your position, and / or hours of work, as may reasonably be required.

SKILLS REQUIRED:

- Strong experience of marketing/communications strategy development and implementation
- Comprehensive knowledge and understanding of marketing and communication techniques and strategies, brand management and their implementation.
- A Degree in a related area of study, or equivalent experience to meet the requirements of the post.
- Strong public affairs and public relations experience
- Strong project management experience
- Strong contract management experience
- Ability to maintain and build effective relations with a wide range of stakeholders, including senior representatives of local businesses, external agencies, community groups and the local authority.
- Experience of working with Press and Media
- Experience of BIDs or comparable multi-agency partnership
- Excellent communication and customer care skills.
- Excellent organisational skills and attention to detail.
- Ability to work to tight deadlines whilst ensuring a high standard of work.
- A proactive approach and ability to think creatively.
- Strong budget management.
- Previous experience of managing a team.

TIMESCALE:

Closing date for applications **Friday 30th August**

Desired start date: mid-late October.

Application by cover letter and CV to recruit@bakerstreetq.co.uk

Any queries or requests for further information should be directed to Jenny George via recruit@bakerstreetq.co.uk