



MARBLE ARCH
LONDON

Marketing and PR Manager

Salary:	Up to £40,000 p.a., dependent on experience
Hours:	Full-time 35hrs/week 9am – 5pm Monday – Friday
Terms:	Permanent
Location:	Marble Arch/Paddington, London
Reporting to:	Chief Executive (day to day management by Head of Operations)
For more information:	www.marble-arch.london

A fantastic opportunity has arisen for an organised and self-starting professional to lead on marketing, communications and public relations for Marble Arch London Business Improvement District.

About Marble Arch London

Marble Arch London is a Business Improvement District (BID) which commenced in April 2016 following a successful ballot of businesses. Its members broadly comprise offices, hotels and venues, restaurants, shops and schools.

The area covered by the BID stretches from the top of Park Lane in the south and includes The Marble Arch, Connaught Village, Seymour Place, Old Marylebone Road and Edgware Road up to and including the Marylebone Flyover.

Members of the BID pay a mandatory levy which, coupled with voluntary contributions from property owners and landowners, raises approximately £600,000 annually to be spent locally.

The BID's renewal ballot will be held in 2020, laying the groundwork for its second term commencing in April 2021.

Job Overview

The Marketing and PR Manager contributes to the BID's aims of improving and enhancing, promoting and celebrating Marble Arch by managing a programme of activities and communications that raise the profile of the BID area and engages members.

The postholder is responsible for the strategic oversight of the organisation's public relations, brand and communications strategies. This includes regular face-to-face contact with BID members (in both a group and one-to-one setting), partners and key stakeholders such as Westminster City Council, Transport for London (TfL), the Greater London Authority and the Mayor of London's office, The Royal Parks, English Heritage, Cross River Partnership, neighbouring BIDs and the Metropolitan Police.

Job Description

This role comprises both *business to business* and *business to consumer* functions, and we are seeking candidates with experience of both.

Business to Business Elements

Key functions include:

1. Creation and execution of a public relations and public affairs strategy, working with an external communications agency.
2. Participation in a stakeholder engagement programme with BID members, voluntary contributors and key stakeholder agencies.
3. Promotion of individual projects and services within the BID's portfolio to BID members, including the Street Team, Community Programme, environmental schemes, measures to improve air quality and capital enhancements such as junction improvements and public art/heritage installations.
4. Creation and delivery of a member event series that drives participation and engagement in BID projects and services.
5. Participation in corporate governance, including Board meetings, the BID's renewal ballot and BID member working groups, together with assisting in the preparation of statutory reports and financial statements.

Business to Consumer Elements

Key functions include:

1. Promotion of the area's attractions, offers and assets to a local, London, UK and global audience.
2. Creation and delivery of an events programme that promotes the area and its businesses locally and further afield.
3. Likewise, adding value to events planned and delivered in or adjacent to the BID area by our partners and stakeholders, ensuring that BID members benefit.
4. Securing opportunities to promote the BID area and the BID in press and through partners across London and beyond.

Fulfilling the Role

The job will be undertaken through the following activities:

1. Drawing up an annual communications and PR plan with our retained agency, for agreement by the Board.
2. Collaborating with BID members and stakeholders, their retained PR agencies and in-house communication teams to ensure consistent messaging, and phased content.
3. Liaising with key partners and neighbouring BIDs on press and communications in respect of joint initiatives.
4. Tasking our retained communications agency with press briefings and releases, and participating in press tours and releases organised by partners and stakeholders.
5. Representing the BID at press and communications meetings held by partner agencies.
6. Organising events for BID members, such as food tours, Christmas Lights switch-on and community initiatives, tasking the Events Assistant as required.
7. Leading our dedicated Hotels and Venues Group, organising quarterly meetings, securing speakers and charring meetings.
8. Creating and planning a social media content strategy, building audiences and using paid promotions appropriately to advertise particular events and projects.
9. Drafting and publishing regular electronic newsletters to BID members and stakeholders, maintaining an up to date list and ensuring compliance with our privacy policy.

10. Procuring a range of projects and services, writing specifications, running competitive tendering processes, appointing suppliers, negotiating, writing and managing contracts.
11. Maintaining the Marble Arch London website, being accountable for its content and overseeing its growth as the BID develops, managing external freelancers, contributors, copywriters and agencies as appropriate. This includes the online Eating Out Guide and Culture Blog.
12. Commissioning, updating and distributing printed collateral that promotes the BID's assets, including an Eating Out Guide and the Story of Marble Arch; devising new collateral that responds to business member ideas and needs, celebrates the location and meets consumer requirements.
13. Commissioning regular photography and videography to promote the location and the BID's services, for campaigns and events, from preparing briefs to identifying and liaising with suppliers.
14. Keeping up to date with local knowledge, including development proposals, liaising regularly with developers and local businesses, as well as building and demonstrating a credible knowledge of historic information.
15. Maintaining and regularly refreshing an extensive photographic and video library.
16. Acting as first point of contact for communications teams and retained agencies from BID member companies and stakeholders. Likewise handling all press enquiries.

Person Specification

We are seeking someone who is highly motivated with project management experience, partnership working and stakeholder engagement skills.

Required education and experience

- Three years' relevant post qualification work experience with a degree OR five years' relevant work experience including marketing, communications, PR and/or organising public events. (Essential)
- Experience designing and overseeing delivery of a complex organisational communications strategy comprising electronic and printed collateral, websites and social media channels. (Essential)
- Experience developing and managing PR campaigns and responding to opportunities to gain positive PR. (Essential)
- Experience of using website content management systems, photo editing software, paid and unpaid social media, desktop publishing packages to design and produce engaging electronic and printed marketing collateral. (Essential)
- Experience of working with or representing businesses or business organisations. (Essential)
- Experience of a BID ballot and campaign. (Desirable)
- Experience of working with communities and local stakeholders, communicating sometimes complex projects, including infrastructure schemes. (Essential)
- Experience of using customer relationship management databases and email marketing software to market activities, events and services. (Desirable)

Required skills and competencies

- Exceptional written and verbal communication skills with ability to write creatively under pressure for a range of media and audiences.
- Able to communicate professionally and confidently to a range of stakeholders in both the public and private sectors to influence and encourage co-operation and have the diplomacy to manage the needs of a number of different partners. (Essential)
- Ability to sell the BID model and concept, as well as its projects and services, being able to generate high levels of support both during and in between BID ballots. (Essential)

- An efficient, proactive and open team member, capable of working on multiple projects and activities, maintaining high levels of good customer service and attention to detail when under pressure. (Essential)
- Making things happen: the ability to have or embrace an idea and take it through to fruition, taking colleagues and stakeholders with you, keeping people informed and knowing when to ask for help. (Essential)
- Able to carry out business and content planning within a communications and PR framework. (Essential)
- Insightful marketing professional, able to build and develop consumer audiences and target initiatives effectively through print, paid and unpaid social media. (Essential)
- Able to prioritise own workload and to work to tight deadlines. (Essential)
- Confident user of MS Office. (Essential)
- Awareness of equal opportunities, diversity and inclusion, and health and safety. (Essential)

Place of Work & Hours

You will be employed by The Marble Arch Partnership Ltd. You will be based at our offices, currently 7 Praed Street, London W2 1NJ.

This is a full-time position, of 35 hours per week, with occasional evening and weekend working, for which time off in lieu will be given.

Holiday

25 days per annum, plus paid public holidays.

Probationary Period

This is a permanent position. Appointment will be subject to satisfactory references and a probationary period of three months.

How to Apply

Send a CV plus covering letter (two sides of A4 maximum) to:

Chief Executive
Marble Arch Partnership
Email: apply@marble-arch.london

The closing date for applications is **12 noon on Friday 1 November 2019**.

Short-listing and Interview

Interviews will take place on **Friday 8 November 2019**.

Interviews will be held at our offices. A short test may be carried out with short-listed candidates; you will be notified in advance.

Due to the volume of applicants we regret that we may not be able to reply to those applicants who have not been short-listed.
