

## **Job Description and Person Specification**

**Job Title:** Marketing Assistant

**Reporting to:** Marketing Manager

**Working Hours:** 37 hours a week (Usually Monday to Friday but some evening and weekend may be required to support BID events and projects)

### **Main purpose**

To support the marketing team with all marketing activity in line with the strategy and plans of Bristol City Centre BID (Business Improvement District) and Redcliffe & Temple BID. To develop and deliver the Love Bristol Gift Card programme, working towards agreed targets. Including, but not limited to, the channels outlined below.

### **Love Bristol Gift Card (1 day per week on average)**

- Main person responsible for onboarding businesses to the Love Bristol Gift Card scheme
- Main contact for supplier of the Love Bristol Gift Card - attending monthly meetings and optimising marketing opportunities
- Be the point of contact for B2C and B2C gift card enquiries
- Create marketing content and collateral for gift card campaigns at key selling times throughout the year - for both B2C and corporate campaigns

### **Websites**

- Support the marketing team with adding news, projects, events and updates to the websites as required
- Creating relevant website blog content to support campaigns

### **Social Media**

- Support the marketing team on all social channels across all BIDs
  - B2B – LinkedIn and Twitter
  - B2C – Facebook and Instagram
- Follow the social media strategy and make use of channels to promote offers and events
- Create social media posts and stories in real time
- Social media support for Bristol Light Festival and covering BID channels during this period

### **Email Marketing**

- Use our CRM to create and send email campaigns including a monthly consumer newsletter and Avon and Somerset Police
- Support on creation and development of other newsletters as required

### **Events**

- Support the team with event activations as appropriate
- Liaise directly with Project Managers on lunchtime events and attending them as required to create social media content

### **Analytics and Reporting**

- Creation of monthly report for both BIDS
- Keep website and social media reports up to date



- Support the Marketing Manager with monthly marketing and board reports

**Misc**

- Providing admin support to the team as required

We are proud to be a Bristol Real Living Wage employer and this role pays £23,780 + very good staff benefits.