

Marketing and Engagement Officer

Job Description

Job Title	Marketing and Engagement Officer
Hours	Part-time 16 -20 hrs
Salary	£28,295 pa pro rata
Pension	Contributory pension available
Annual Leave	25 Days + statutory holidays (pro rata)
Report To	BID Manager
Closing Date	Monday 22 nd April 2024 - 5pm

Background

Business Improvement Districts (BID) are worldwide and have been very successful in the UK over the last 25 years. There are 8 BIDs in Northern Ireland, 3 of which are in Belfast. This is an exciting opportunity to get a career foothold in a growing and innovative sector.

Job Purpose

To lead on all aspects of marketing and facilitate effective engagement with levy payers and stakeholders.

Job Duties and Responsibilities

Marketing	<ul style="list-style-type: none"> • Develop and implement marketing strategies for Cathedral Quarter BID (CQ BID) • Coordination of marketing campaigns across various channels (digital, print, social media). • Collaborate with the BID team to create engaging content and materials. • Gather information and generate/update content for the Website including blogs, events, offers and any other content. • Conduct market research and analysis of trends to identify new opportunities. • Manage Social Media accounts, creating brand consistent and dynamic content. • Support the BID team to deliver the business plan and marketing strategy.
Social Media Marketing	<ul style="list-style-type: none"> • Ongoing Development and delivery of social media strategies to increase brand awareness and engagement. • Create, curate, and manage social media content (posts, stories, videos, etc.). • Monitor social media channels for trends, opportunities, and engagement. • Ensure social media efforts align with overall marketing goals.

Communications	<ul style="list-style-type: none"> • Work with the team to deliver clear and compelling messaging for internal and external communications. • Work with the team to manage communication channels (email, newsletters, website, and social media) • Maintain consistent brand voice and tone across communications. • Help in collaboration with stakeholders to develop the communication strategy, building and maintaining positive relationships with them. • Liaison with levy payers and stakeholders.
Events	<ul style="list-style-type: none"> • Assist in planning, organisation, and execution of events both in person and virtually. • Help coordinate logistics, including venue selections, vendor management and asset management. • Help develop event timelines, schedules, promotional content and materials. • Help in developing objectives and reporting on event successes and if objectives are met.
Project Support	<ul style="list-style-type: none"> • Provide support to ongoing projects on ad hoc basis when directed by direct manager. • Work with the team in the planning, research and development and execution of content, print and digital, for projects when necessary. • Work with the team in project coordination and implementation. • Assist in any minute taking, maintaining project documentation and reports. • Undertake any other duties as deemed reasonable within competence.

Note: This Job Description may be subject to change in line with organisational needs.

Please see person specification below

Person Specification

CQ BID is committed to providing the best possible service for businesses, their employees, visitors and other stakeholders in the Cathedral Quarter, Smithfield and Union as outline in our business plan. To achieve this, we aim to ensure that the Marketing and Engagement Officer has the standard of skills, knowledge and experience required to deliver to a high standard.

Education and Qualifications

- Relevant third level education or equivalent or three years relevant experience.

Experience and Knowledge (essential)

- 2 years' experience of working in a similar role.
- Strong understanding of marketing principles and techniques including proficiency in marketing, social media and communication tools, software and platforms.
- Analytical skills and ability to adapt strategies based on platform stats and audience behaviour.
- Ability to work collaboratively in a team environment.
- Flexibility and adaptability to operate in a dynamic work environment.
- Ability to multitask, prioritise tasks effectively and work under pressure to meet deadlines.
- Strong organisational and time management skills.
- Excellent problem solving and decision-making abilities.
- Exceptional written and verbal communication.
- Creativity in content creation and storytelling with the ability to tailor messaging for different audiences.
- Strong attention to detail.
- Experience of working with a variety of stakeholders and communicating effectively with them.
- Familiarity with the CQ BID Business Plan.

Desirable

- An understanding of Arts & Cultural and Business sectors
- Event/Programme management
- Organising PR for an event

We are an Equal Opportunity Employer and we look forward to hearing from you!

Deadline for receipt of your CV is 5pm Monday 22nd April 2024.

Send to damien.corr@destinationcq.com