

**Job Title:**

Marketing Assistant

**Hours:**

37hrs with 25 days holiday plus 8 days bank holidays and contributory pension.

**Salary**

£23k-£25k depending on experience.

**Location:**

Our Bury St Edmunds BID Offices in the heart of Bury St Edmunds town centre. Remote and flexible working considered.

**Responsible to:**

Marketing Manager.

**Job Overview**

Our Bury St Edmunds is the Business Improvement District for the town, which delivers projects and services aimed to make Bury St Edmunds a better place to live, work, study and visit.

Working with the Marketing Manager, the aim of this role is two-fold to promote Bury St Edmunds Town Centre to local residents and workers and to communicate the work of the BID to its members and stakeholders.

**Job function:**

- Work with the BID's Marketing Manager to deliver the overall BID Marketing Plan and Events Marketing Plans, liaising with the BID's marketing agency and freelance PR Consultant.
- Support with the development of marketing materials and content including digital content for social media, liaising with BID businesses.
- Work with the Business Support Manager and Events Manager to ensure joined up activity.
- Update content on the BID website.
- Coordinate printed advertising for BID events and initiatives.
- Promote the BID's initiatives including the Bury St Edmunds Gift Card, LoyalFree App, Virtual High Street, Dog Friendly Scheme and Bury Ale Trail.
- Manage the production of the BID town map.
- Develop a new BID e-newsletter.
- Represent the BID at a range of meetings and BID events.

## **Essential Skills**

- Experience in working on marketing projects.
- Microsoft Office – including Outlook, Word, Excel and Powerpoint
- Experience in managing projects to deadline and liaising with suppliers.
- Excellent written, communication skills and organization skills.
- Up to date knowledge of social media including hands on experience of creating social media content.
- Proficient in mailchimp or similar emarketing platforms.
- Ability to work on own initiative while being a key member of the BID team.
- Willingness to work flexibly including some out of core hours work.
- A positive “can do” approach, the ability to be innovative, and flexible to meet the demands of a changing environment.

## **Desirable**

- Marketing qualification.
- Content management system experience, although full training will be provided.
- Experience of working with databases and market research software, although full training will be given.
- Photo editing experience.
- Experience with Canva or similar basic graphic design packages.
- Experience of managing media relations activity including handling press enquiries.