

BRIXTON BUSINESS IMPROVEMENT DISTRICT MARKETING & COMMUNICATION ASSISTANT JOB DESCRIPTION

Job Title

Marketing & Communication Assistant

Location

Brixton BID town centre

Reports to

Cultural Manager

Context

The Brixton BID is a membership organisation voted in by local businesses on the 1st January 2014. It will operate for five years before requiring renewal through a further ballot. Its 500+ member businesses generate around +£450k pa through the BID levy and the company has a track record of generating external income.

The Brixton BID delivers a number of initiatives to benefit the local business community under the main themes: Enhanced Environment, Safer Day & Night, Better Business and Distinctive Destination.

Job Purpose

We are looking for a dynamic and self-motivated Marketing Assistant to support the Digital Marketing and Communication function of Brixton BID, joining our small but dynamic team. You will be required to assist with daily marketing activities and implement the delivery of our marketing and media strategy.

You will get a chance to be involved in promoting a wide range of projects – our work comprises anything from arts and culture, local events, environmental projects, regeneration and public realm work, to supporting our BID members with training, networking and business support.

What we need you to do:

Role:

(B2B) – We are financed directly by local businesses – communicating to them what they receive in return for their contribution is therefore vital. You will assist in spreading the word to our members about all the BID's activities and benefits, through work on:

- Research and design our monthly digital and print newsletters
- Researching, writing, and posting news stories on our website
- Promote our members
- Support in the design of print ready documents
- Support the Cultural Manager and Design & Digital Executive in creating design identities for projects
- Use tools such as Mailchimp, Survey monkey, Eventbrite etc. to engage with BID members

- Research, write and publish regular BID communications, such as regular newsletters (on- and offline)
- Support the BID team with delivery of BID events

(B2C) – Promote Brixton as a destination to consumers – tell the world about the great things happening in Brixton:

- Assist the BID Marketing & Comms Lead with the creation of B2C communications
- Following the BID Social Media strategy to deliver a strong social media presents across our channels (X, Facebook, LinkedIn, Instagram)
- Boost our social media engagement to ensure we are commenting, liking, and interacting with our audience
- Support with public events programme from inception to delivery
- Identify opportunities and write content for E-Shots, Case Studies and blog posts

Terms & Conditions

Position

Part Time: 2 days per week (16 hours per week) - 9.00 am to 5.30 pm (plus occasional evening and weekend working)

Salary: paid at London Living Wage (£13.85 p/h)

Freelance (intern will be responsible for their own Tax and National Insurance)