



Marketing & Communications Officer for Barrow BID

This part time role (c20 hours per week) will suit either an individual seeking part-time employment or someone working as a consultant or as part of a larger consultancy firm.

Responsibilities:

- Work with the BID Board and BID Manager to create, develop and implement a marketing and communication strategy
- Undertake market research as required
- Manage all BID social media, written media and advertising across multiple formats/media
- Develop engaging, creative, innovative content for regularly scheduled posts, which increase audiences and promote the BID brand and messages
- Analyse and provide reports on all media presences
- Engage with BID levy-payers to encourage participation, promotion of their own businesses and awareness of the BID's goals
- Undertake all design artwork for the BID
- Manage the BID website in terms of content to ensure a dynamic and fast-moving site and optimising SEO content
- Liaise with the BID's web developer if and when required for work on the back end of the website
- Liaise with the BID's preferred print supplier for all media (flyers, posters, banners etc)
- Organise/co-ordinate some BID promotions and events
- Attend Board Meetings as and when required

Person Specification:

We would look for the successful candidate to:

- Have local knowledge of Barrow
- Have digital graphic design experience for different formats
- Be able to demonstrate an excellent understanding of marketing and social media principles
- Have a knowledge of Word Press CMS
- Have knowledge of photographic and video techniques in marketing
- Have excellent written and verbal communication skills
- Be motivated to work remotely whilst being a key part of the BID Team
- Be creative, work on their own initiative and be able to come up with ideas
- Be able to work to strict deadlines
- Have an excellent standard of education and be able to demonstrate proven relevant knowledge and experience

The Job:

- The role will report to the BID Board and BID Manager
- Remote working within the Barrow/Furness area
- The role will be for c20 hours per week
- Salary/hourly rate will be dependent upon experience
- The role will require some evening and weekend work due to some events/promotions, so flexibility of working hours is essential
- There will be an additional budget for outsourcing specific expertise outside of the above, subject to approval
- Candidates invited for interview will be expected to bring a portfolio of their work

If you are interested in this role, please send your application to the BID Manager at manager@barrowbid.co.uk no later than Friday 9th February 2018.