



Marketing & Business Support Assistant

Part-time (up to 30 hours per week) Permanent position.

Salary up to £18,000p.a.

Kings Heath BID is an inclusive employer promoting flexible/hybrid working. We will consider applications for employment on fewer hours or other flexible working bases, even where a position is advertised as full-time, unless there are operational or other objective reasons why it is not possible to do so. This will be discussed and agreed with the successful applicant.

What we do

Kings Heath BID was established in 2008 to support the business community of Kings Heath's busy high street. The BID has recently been endorsed by its member businesses for a further five-year term, during which time it will continue to deliver the products and services that it has historically provided while looking to implement innovative and new projects and to continue to strengthen its partnerships with public and private sector providers.

We firmly believe that Kings Heath has one of the best high streets, not just in Birmingham, but of anywhere in the country. It's our job to continue to help our high street survive and thrive by supporting those businesses that are here and want to move here and by encouraging residents and visitors to spend more time and money here.

Who we need

We are currently looking for a Marketing and Business Support Assistant who can support us with our mission.

No two days will be the same and you will be supporting the BID Manager in delivering a wide range of marketing, promotional and administrative activities that support, complement and enhance everything that we do. Our main areas of work include:

- Keeping Kings Heath safe and accessible for all
- Building a more environmentally conscious Kings Heath
- Influencing public sector providers to ensure that Kings Heath gets the best deal possible
- Promotion, exposure and vibrant events for businesses in Kings Heath

This is a hands-on role working in an extremely busy environment that will require you to use your relationship building skills daily in getting to know our business community and their



individual and collective needs. Your main reward will be seeing Kings Heath further strengthen its claim to be Birmingham's best high street.

Interview date: Tuesday 3rd September 2024.

How to apply: Please send a copy of your CV along with a covering email explaining why you're the ideal candidate for the job to: info@enjoykingsheath.com no later than Tuesday 27th August 2024.

Job Description

JOB PURPOSE

To design and deliver a wide range of business-to-business and business-to-consumer marketing activities.

To provide administrative and clerical assistance to the BID Manager.

DUTIES & RESPONSIBILITIES (this list is not exhaustive)

Projects:

Take the lead on bespoke design and delivery projects that support the wider aims of the BID and to further support the delivery areas that the BID works to.

Marketing activities:

- Copywriting – preparing copy (long and short form) for use on multiple channels
- Email marketing including cleansing data, sourcing lists, responding to customers, running reports and analysing statistics
- Supporting web management including content development and management
- Creating, managing, developing and evaluating effective social media content and campaigns
- Acting as 'eyes and ears' when out and about and acting on intelligence learnt
- Helping to prepare, organise and manage events including administration



Team support:

- Supporting the team with general project tasks, which may involve working on a wide variety of projects, developing and distributing content and collateral.
- Assisting in the briefing of internal and external resources as required e.g. design, artwork, print and photography
- Managing project timelines, coordinating activity and communications between internal and external partners
- Helping to ensure that all material produced is free from errors and omissions
- Preparing and distributing marketing material to both businesses and consumers
- Helping with the preparation of evaluation reports relating to successes

Administration:

- Ensuring that all work is correctly saved on the server and/or is filed in a way that can be easily accessed by other team members
- Helping to maintain the BID's internal and external datasets
- Managing assets and consent for assets created – e.g. images, video, case studies etc.
- Preparing for, attending, and participating in committee and occasional Board meetings
- Keeping up to date with developments/news in the BIDs industry
- Helping with general office tasks

Working with BID team:

- Working to maintain high standards of professional marketing and communications activity
- Working to support other team members where required

For further information about Kings Heath BID, please read the “about” section of our website: www.enjoykingsheath.com

Kings Heath BID is committed to building a business community of mutual respect and dignity, promoting a welcoming, diverse and inclusive environment.