



## Job Description

<b>Job title</b>	Business Engagement & Marketing Executive
<b>Organisation</b>	Worcester Business Improvement District Limited
<b>Reporting to</b>	Chief Executive
<b>Responsible for</b>	Digital Communications Officer (Apprentice)
<b>Term</b>	Fixed to 31 March 2025
<b>Hours</b>	37.5 hours per week to include some evening / weekend hours to support the night-time economy
<b>Salary</b>	£24,000
<b>Holiday entitlement</b>	33 days per annum (inclusive of bank holidays)
<b>Location</b>	BID offices, Worcester City Centre and any other locations required by BID Management to deliver the BID Business Plan

### Job Purpose

To be responsible for and to deliver high profile, targeted and proactive engagement with all BID businesses, including the night-time economy, ensuring maximum engagement. To ensure businesses, users and visitors are aware of the services provided by Worcester BID, and that the City is welcoming and safe for those who work, study and spend their leisure time in Worcester.

To champion Worcester BID, proactively engaging with stakeholders, ensuring they understand and identify with the BID aims and objectives, and that effective working relationships exist at all levels.

### Key Duties and Responsibilities:

- To be the first point of contact for all BID businesses. To ensure links are established with the most appropriate link at each organisation to facilitate effective information sharing. To understand the issues and challenges faced by businesses and to report on town centre activity and areas for development and improvement.
- To manage the Digital Communications Officer (Apprentice) and to work closely with the Senior Business Engagement Executive, providing support. To take direction from the Chief Executive to ensure a close and positive working relationship is fostered in the workplace.
- To ensure a good understanding of the particular challenges of different sectors within BID businesses and identify how the BID can support them.
- To ensure the BID equally supports all levy payers from all sectors and all locations within the business improvement district.

- To develop positive relationships with BID levy payers, stakeholders and partners to gain knowledge and understanding of the range and breadth of opportunities available, allowing the BID to effectively promote the City Centre.
- To co-ordinate and undertake surveys to gain business and user feedback as appropriate.
- To deal with questions and queries, from levy payers and stakeholders, feeding back to the BID team as necessary with issues raised and information gathered to inform BID activity and development appropriately and to maximise engagement opportunities
- To develop a programme of face to face business engagement visits which is cognisant of planned projects and events, but which ensures all new to area businesses receive a timely welcome to the BID, and that all levy paying businesses receive a minimum of one visit a year.
- To liaise with key stakeholders and partner organisations including the police and the City Council to ensure a quick and co-ordinated resolution of noted and reported issues within the BID area.
- To represent the BID on groups and forums including Strategic Events Forum, to ensure other partners understand the needs of BID businesses and the challenges faced by them. To feed back to the BID team and the BID Directors as appropriate on issues raised and proposed solutions.
- To create and support the delivery of the strategic marketing plans (B2B and B2C) for BID 3.
- To create the social media plan for Worcester BID in conjunction with the BID team and any contracted creative agency.
- To create an engagement plan including events, seasonal dressing (planters, lights, bunting etc.) and seasonal campaigns in line with the BID Business Plan and strategic marketing plan. Ensuring events and campaigns benefit Worcester City Centre and its businesses.
- To create content plans for BID publications, ensuring engagement and promotion of all BID sectors and geographical areas.
- To deliver the promotion of all BID projects and activities to levy payers, the consumer and partners using appropriate media (e.g. the BID website, social media, newsletters and visits in person).
- To prepare appropriate reports, research papers and evaluation to keep the Board up-to-date on progress, and to identify opportunities allowing the Board to make informed, appropriate and timely decisions
- To analysis monthly stats on business engagement, social media numbers and value for money using this analysis to inform future campaigns, projects and events.
- To provide reports to the BID Board, BID levy payers and partners on project outcomes and project delivery.
- To ensure the accurate recording, analysis and cleansing of data in relation to:
  - DISC database
  - BID CRM

To ensure appropriate reporting and dissemination of information from these systems to colleagues, directors and BID levy payers, highlighting trends and issues that allow action to

be taken to ensure Worcester continues to offer a safe and attractive environment for business, and visitors.

- To be actively involved in City Sessions, and to actively promote and support BID projects, events and seasonal campaigns.

#### **General duties:**

- To ensure that all engagement and activity with BID businesses is recorded accurately on CRM System
- To ensure that all activity complies with GDPR and Data protection Act 2018
- To maintain personal and professional development to meet the changing demands of the job and participate in appropriate training activities
- To undertake such other duties, training and/or hours of work as may be reasonably required, and which are consistent with the general level of responsibility of this job, whether that be on-the-job training, in-house training or external training courses
- To undertake health and safety duties commensurate with the post and as detailed in the organisation's Health and Safety Policy
- To act at all times as an ambassador of Worcester BID, positively promoting the organisation to members and stakeholders.

#### **Person Specification**

##### **1. Qualifications, Knowledge and Experience**

- Experience of providing face-to-face customer service and a commitment to delivering consistently high standard of service to build positive relationships with BID businesses
- Excellent knowledge of Worcester City centre, the businesses in it and their location
- A can-do attitude with enthusiasm for Worcester and the ability to apply critical thinking and common sense to situations which arise
- Excellent communication skills to deal with one-off enquiries and complaints and resolve any conflicts appropriately in a measured and friendly manner
- Ability to oversee volunteers who may potentially work with the BID on projects
- Good at keeping clear, concise and accurate records of enquiries, complaints, activities and other detailed information
- Good at building positive working relationships
- Well organised, punctual and reliable
- Able to work on their own and as part of a team
- Excellent problem solving, listening and analytical skills
- Physically fit and able to work mainly outside in all weather conditions and be mobile over considerable distances
- Flexible about working hours and tasks undertaken
- Good basic computer/IT skills and a knowledge of social media