



## **Job Description and Person Specification**

### **Go! Southampton Business Improvement District Marketing and Events Director**

**Reporting to:** CEO (and with accountability to a business steering group)

**Responsible for:** 1 to 2 staff plus any consultants and contractors

**Position:** Fixed term until 31 March 2022 (Probationary period of three months)

**Hours of work:** 40 hours per week. Regular evening and weekend working is required.

**Salary:** £35-£40K, depending on experience, plus performance related bonus. Contributory pension after probationary period.

**Location:** Southampton City Centre, Hampshire

A fantastic opportunity has arisen to join one of the most exciting new Business Improvement Districts in the UK.

#### **About Go! Southampton:**

No city can prosper without a thriving centre – a place where businesses can flourish, residents can find products and services they need, and cultural opportunities are many and varied. In the past, Southampton's City Centre has not fulfilled its potential. Now there is a once in a generation opportunity to put this right and to create a centre of which we can be proud. Businesses in Southampton City Centre are creating a Business Improvement District – an organisation owned, led and funded by local business with the long-term goal of creating a world-class City Centre. With an emphatic yes vote from businesses in November, an exciting opportunity has arisen for an energetic and creative Marketing Director to help us achieve our ambitions.

Go! Southampton starts work on 1<sup>st</sup> April 2017 following a strong vote in favour in November 2016. The BID brings together a wide cross section of businesses from high street retailers and independent shops to world-class cultural facilities, offices of major corporates, and the maritime industry. Go! Southampton will have an initial term of 5 years to 31<sup>st</sup> March 2022. It will then have an opportunity to extend this for a further five years through a successful renewal ballot.

The new BID has promised to start by focusing on three main areas:

- a Better City Centre Experience; we will:
  - make sure that our city centre is cleaner and that our pavements and streets are improved,

- with the Police and City Council, work to achieve a measurable reduction in crime and anti-social behaviour, including begging, shoplifting and pedlars,
  - enhance the current programme of City Centre events into a better marketed annual programme,
  - champion improvements to traffic management & parking, as well as to public transport and transport infrastructure.
- Better Marketing; we will:
    - raise Southampton's profile as a place for business and leisure, both nationally and internationally,
    - ensure that every visitor to Southampton has access to high-quality, real time, and relevant information on where to go and what to do,
    - drive new business by encouraging local employees and residents to explore and use city centre businesses, actively promoting the evening and night-time economy,
    - act as a hub for the collection and sharing of key metrics on City Centre activity to help support business growth.
  - a Stronger Business Community; we will:
    - develop projects to secure savings for businesses and to increase business-to-business activity,
    - be the advocates for businesses in the city centre, both in addressing day-to-day issues and in influencing new developments,
    - work with the education and skills providers to help deliver a more skilled and committed workforce,
    - actively support new investment in the City and ensure that our status as a commercial centre of regional, national and international importance is recognised and promoted.

In its first year Go! Southampton expects to raise over £1 million from the BID Levy to spend on delivering its objectives

Go! Southampton is now recruiting for a Marketing and Events Director to lead on the delivery of the second of these areas, Better Marketing and related activities, including enhancing the current programme of city-centre events into a better marketed annual programme.

For further information about Go! Southampton, the BID area and its programme see [www.gosouthampton.co.uk](http://www.gosouthampton.co.uk)

## **Job purpose**

There are two main purposes for the job role:

- 1) to lead on delivering Go! Southampton's objectives for the City Centre under its 'Better Marketing' theme and to enhance the current programme of city-centre events into a better marketed annual programme, and
- 2) to lead on building Go! Southampton's own brand and communication strategy

## **Key Responsibilities**

### Delivering Go! Southampton's objectives under its 'Better Marketing' theme

- To build and manage a 'Theme Group' of businesses to steer this theme, providing support where necessary to its Chair
- To work with the Theme Group to envisage and develop projects to deliver the objectives of this theme, developing these into a business plan and reporting back on progress
- To work cross-thematically with other team members to ensure Go! Southampton is best able to deliver its objectives. Examples of this will include improving experience of visitors at the main transport hubs for the City Centre and enabling Go! Southampton to be a data driven BID
- To manage the budget for this theme effectively and to seek external match-funding opportunities where appropriate to further the objectives of Go! Southampton

### Better Welcome

- Develop and deliver initiatives to improve the visitor information available to people before and during their visit to Southampton City Centre
- Work with partners to build on existing initiatives and develop a significantly improved digital marketing strategy for the City Centre
- Work cross-thematically to improve visitor welcome at transport hubs and key pedestrian routes around the city

### Bigger Welcome

- Develop and deliver initiatives to raise Southampton's profile as a destination for business, culture and leisure, nationally and internationally
- Southampton has at least a 2m-strong catchment area. Work with destination marketing partners to raise awareness of Southampton's exciting offer

### Stay Local

- Develop and deliver initiatives to target the City Centre's 20,000 residents and 33,000 employees and encourage them to spend more time in the City Centre.
- Develop and deliver initiatives aimed at the seafarers who make over 400,000 visits to Southampton annually, helping them feel that Southampton is their 'home port'
- Introduce an Alive after Five programme to support the evening and night-time economies.

### Conduit for data & innovation

- Work with other theme groups to gather and analyse relevant data sets to measure the impact of Go! Southampton and to help support business growth
- Leading on the collection of regular qualitative and quantitative market research

### Lead on building Go! Southampton's own brand and communication strategy

- To develop an integrated communications, brand and PR strategy that is coherent, consistent and cohesive across any Go! Southampton brands and sub-brands to build Go! Southampton's presence within the city and awareness of it amongst its members. Monitor and evaluate its effectiveness.
- To develop and oversee delivery of all corporate communications including regular electronic newsletters, Go! Southampton websites, event invitations, social media, Annual Report and campaign material, ensuring that communication with Go! Southampton members reaches the highest possible standard
- To develop and manage events and initiatives as appropriate to raise awareness of Go! Southampton services and facilitate community building opportunities amongst Go! Southampton members
- To act as a strong ambassador for the BID in interactions with strategic partners
- Ensure coordination across all or any Go! Southampton sub-brands, logos and promotional material, both printed and electronic, and alignment with organisational brand guidelines
- Responsible for one FTE direct report: Marketing Officer

To undertake any other task commensurate with this role.

## **Go! Southampton Business Improvement District Marketing and Events Director**

### **Person specification**

#### **Experience and knowledge**

##### *Essential*

1. Proven success developing and delivering high-quality place-marketing strategies
2. Proven success developing and delivering high quality organisational marketing and communications strategies
3. Excellent personal engagement skills and an ability to work with stakeholders from a businesses of a variety of size and sector
4. Experience of delivering significant-sized events
5. Experience of working with media outlets and other 'influencers' to promote a product, service or place
6. Experience of overseeing the successful delivery of a programme in a timely and cost-effective way, and measuring its impact / outcomes
7. Knowledge and understanding of the issues facing businesses and other stakeholders in UK town and city centres

8. Experience of bringing together partners and of working in a multi-stakeholder environment
9. Experience in developing programme budgets and forecasts, managing day-to-day financial management (including cashflow), and reporting to a steering group or similar body
10. Understanding of the Business Improvement District mechanism.

*Desirable*

11. Experience of fundraising
12. A good understanding of, and experience of working collaboratively with Local Authorities
13. Knowledge of Southampton and the Solent region
14. Previous contact with a Business Improvement District or similar

**Skills and abilities**

1. Excellent written and oral communication skills with ability to write creatively for a range of publications and audiences. Able to communicate professionally and confidently to a range of business stakeholders (Essential)
2. Strong skills in project management, business planning and budget management (Essential)
3. Ability to work and communicate with a range of individuals/organisations in the public and private sectors (Essential)
4. Ability to prioritise own workload and to work to tight deadlines (Essential)
5. IT literate and able to understand the opportunity for making the BID a technologically and digitally innovative organisation.
6. Interest in Southampton as an area to live, work and visit (Essential)
7. Flexible and imaginative in delivering services (Essential)
8. Knowledge of Business Improvement Districts, local and central government and their structures and relationships (Desirable)

**Applications**

To apply for this post, please send your CV and a cover letter of no more than 500 words to: Claire Rodgers – [info@gosouthampton.co.uk](mailto:info@gosouthampton.co.uk)

The deadline for application is 5:30pm Friday 28<sup>th</sup> April 2017

Interviews will be held between 1<sup>st</sup> to 12<sup>th</sup> May 2017

Any queries about this post should be directed to: [info@gosouthampton.co.uk](mailto:info@gosouthampton.co.uk)