



Marketing Assistant Job Specification

Company Overview

GO! Southampton is the city's Business Improvement District (also known as a BID). We represent over 630 city centre businesses within a defined area. Our mission is to continuously improve the city centre by delivering relevant services, providing a voice for our businesses, influencing strategy and being a catalyst for positive change.

Role Overview

GO! Southampton is looking for a new Marketing Assistant to join their small friendly team. The ideal candidate will be an enthusiastic, highly organised self-starter who can work with the team and independently on the planning and implementation of marketing projects. They will display versatility and creativity to handle ad-hoc projects as assigned by the BID.

Job Purpose

1. To assist the Marketing Manager in achieving GO! Southampton's Better Marketing objectives
2. To manage the B2C Visit Southampton and B2B GO! Southampton digital channels (website, social, email)
3. Manage the SO card and its continuation
4. Support the planning and delivery of marketing activity for BID initiatives and events
5. Effectively communicate BID initiatives, projects and news to levy payers via the B2B channels

Responsibilities

B2C marketing

Visit Southampton channels:

- Maintain the Visit Southampton social media channels by adding content (using paid for content, website content and ranger collected content), responding to messages and running competitions (all in line with our social media guidelines)
- Keep the Visit Southampton website content current by adding business listings, pages and blogs (self-written or commissioned), and ensuring older blogs are removed/moved
- Liaise with bloggers to commission posts and notify them when live on the website
- Work with the Marketing Manager, Jacob Bailey/Destination Core and the Cultural Trust on relevant website updates and campaigns
- Send regular e-newsletters with the latest campaigns, events and local information
- Develop ways to grow the B2C database
- Support the implementation of the Visit Southampton branding across other channels as required

SO Card - Run and manage the SO card by:

- adding/updating offers to the Visit Southampton website
- promoting the project businesses, encouraging them to provide an offer
- promote the SO card and individual offers to primary audiences through digital channels.
- Research ways to develop and enhance the card

- Work with key businesses and partners in providing physical cards for their staff/customers

Christmas

- Work with the Marketing Manager and/or third-party agency on a Christmas marketing campaign to effectively promote Southampton's offering through multiple advertising channels (print, digital, radio, PR)
- Research the activities taking place in the city during the Christmas season and promote as many relevant levy payers as possible through digital channels (website, social media, email)
- Work with a third-party agency on planning and implementing a free family walking trail for residents to take part in in Nov/Dec
- Contribute to the evaluation of the Christmas campaign and feedback to team/board when needed

B2B Marketing

GO! Southampton website

- Add relevant business/networking events (including third party) to the events calendar
- Ensure news section is maintained (coordinating with third party agency where appropriate)
- Manage business listings submitted by levy payers
- Manage other website sections/content as required
- Add vacancies and manage the jobs board page
- Support website rebuilds/upgrade projects as required

GO! Southampton social media and email

- Schedule content on the B2B social media channels promoting BID projects and relevant local/national business news
- Write and send regular business bulletins to our levy payer database and specific e-shots when needed

Photography Service

- Run and manage the photography service by:
 - Promoting the service to levy payers through B2B comms
 - Target businesses who would benefit most with direct comms (emails/calls)
 - Liaise with interested businesses and the photographer to arrange shoots
 - Attend shoots when possible and engage with businesses on the day
 - Use photos to promote the business via the B2C channels
 - Liaise with the photographer on shoots, invoicing, etc

Communication of BID activities

- Work with the Marketing Manager and third-party agencies to manage production and distribution of periodic printed newsletters for levy payers
- Work with the Marketing Manager and third-party agencies to manage production and distribution of other corporate collateral throughout the year such as services leaflet, city networking invites, BID levy bill insert leaflet and the annual business plan
- Coordinate distribution plans for marketing literature as required
- Work with the Marketing Manager and PR agency on promoting BID initiatives/achievements to local press, collecting information, data and quotes where needed as well as organising relevant press shoots/photos/assets

Data

- Collect essential data when needed for levy payers, team members and board/theme group meetings.
- Collate data and support evaluation of consumer marketing campaigns/activity across the year.
- Assist the Marketing Manager with ongoing audience data research and use it to plan future marketing activity that will encourage and inspire primary and secondary audiences to come to Southampton.

Events

BID events

- Work with the Marketing Manager to implement a comprehensive marketing plan to promote BID events
- Produce opportunities for levy payers to get involved with BID events
- Attend BID events, including some evenings and weekends, to assist with the overall operations, live promotion via social media channels and represent the BID when needed

Third-party events

- Provide marketing support and promote third-party events via the relevant channels
- Promote opportunities for levy payers to be involved with third-party events (such as Pride and Southampton Boat Show)
- Support promotion and communication plans of BID-sponsored events, ensuring they are effectively marketed
- Attend other B2B/B2C events when needed, including some evening and weekends, to support with organising and live promotion via B2B/B2C social media channels
- Help prep for open days/freshers, come up with new ideas for engagement and attend some of these events with Rangers

Other

- Support and work with the Southampton Cultural Trust
- Support the Marketing Manager/ the Southampton Cultural Trust on implementing the Destination Management Plan
- Respond to any ad hoc marketing related queries from the internal team, levy payers or partners
- Undertake other duties to support the BID management team as required
- Support promotions of tourism/city-wide partners such as SEE Southampton and Southampton City Council

Personal Specification

Essential

- Degree or equivalent in marketing, communications or similar
- Experience in planning and implementing marketing campaigns
- Experience of working in partnership to develop campaigns
- An understanding of marketing metrics and reviewing their effectiveness
- An understanding of Business Improvement Districts
- Knowledge of Southampton, particularly the city centre
- Excellent creative thinking and copywriting skills for all types of media
- Excellent communication skills both internally and externally
- Comfortable IT skills in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Excellent organisational and planning skills
- Good team player with a collaborative approach

- Comfortable meeting and liaising with businesses to promote our services and network
- Ability to work to tight deadlines and meet objectives

Desirable

- Experience of using and managing CMS for websites, such as WordPress
- Understanding of Google Analytics and Facebook Ads Manager
- Experience in marketing/social media/PR
- A year's experience in marketing or similar
- Skills in Adobe packages such as Photoshop, Illustrator, Premier Pro etc
- Photography skills and experience in professional photoshoots or similar

Working Arrangements and Pay

- Term of contract: Fixed term until 31 March 2027 (probationary period of three months)
- Hours of work: 40 hours per week. Some evening, early morning and weekend work required
- Salary range: DOE £20,000 to £25,000
- Reports to: Marketing Manager
- Location of work: GO! Southampton Office, Inclusive Southampton, 182 High Street, Southampton, SO14 2BY (Subject to change. Will remain in city centre)
- Holiday: 25 days holiday per annum, in addition to public holidays
- Pension: Contributory pension after probationary period of 3 months

Applications

Please send your CV and a covering letter (no longer than one side of A4) to info@gosouthampton.co.uk by Friday 29th July 2022.