Job Description and Person Specification

Job title:	Marketing Executive
Reporting to:	Sarah Mather
Location:	Remote working and Kingston First's offices, Kingston town centre
Hours/Contract:	Permanent/ 30 hours per week. We operate on a 30 hour week basis. This means colleagues are paid full salaries working at 80% of contracts, whilst maintaining productivity and efficiency. Your days and hours are agreed with your line manager.
Salary:	£26,000-£29,000 plus 8% company pension contributions
Annual leave:	21 days, including Bank Holidays
Other information:	Paid volunteering days, travel ticket loan, bike to work scheme and childcare vouchers offered.

About Kingston First

Kingston First is a business improvement district (BID), which operates in Kingston town centre. We are a not for profit company and our role is to support and represent the local town centre businesses and organisations. Our vision is for Kingston to be a vibrant town where everyone has an amazing experience.

Our services range from public realm improvements and creating a welcoming experience to providing marketing support to businesses and helping to promote and raise awareness of Kingston.

We are a small, agile and friendly team who support and trust each other and who are passionate about what we do.

About the role

This role will support the Marketing Manager in the delivery of marketing and communication plans that support members and promote Kingston as a destination for locals and visitors.

You will take ownership of key marketing channels, including social media and the consumer website, while contributing to campaign strategy, content creation and performance analysis. You will be highly organised, proactive and confident managing multiple projects, with a strong creative eye and an understanding of current marketing trends.

This role spans the business with lots of opportunities to learn and be involved in some

exciting projects. We're looking for someone who is curious, happy to use their initiative to solve problems and passionate about creating engaging content and using a mix of marketing channels to promote the town and its local businesses.

Main Responsibilities

Digital Communications: Website, Social Media, e-Communications, and App

- Own and manage day-to-day social media channels, including planning, creating and publishing engaging content
- Support campaign strategy and deliver digital campaigns across social, web and email channels
- Lead on capturing photo and video content across Kingston town centre, working closely with local businesses
- Manage and update the consumer website, ensuring content is current, engaging and optimised
- Lead on ensuring events and offers are regularly updated on the InKingston app and the app is optimised to coincide with current marketing campaigns
- Monitor, analyse and report on campaign and channel performance, using insights to optimise activity
- Manage community engagement across platforms, responding to queries and building relationships
- Lead the creation and delivery of e-newsletters, ensuring strong engagement and
- relevance
- Monitor social sentiment and actively support on crisis communication efforts
- Be responsible for producing the quarterly insight report and assist with communicating the information internally and externally

Marketing Campaigns and Events

- Support the Marketing Manager with the development and execution of integrated marketing campaigns and initiatives across multiple channels and stakeholders
- Contribute to campaign planning, bringing creative ideas and insight-led thinking
- Support the delivery of town centre events and activations
- Work with external agencies, partners and suppliers to deliver high-quality campaigns
- Ensure campaigns align with wider organisational objectives and deliver measurable impact
- Take ownership of evaluating marketing campaigns and optimisation metrics to ensure campaigns are effective - reacting quickly and revising campaigns where needed to ensure that trends are acted upon to maximise impact
- Respond to the marketing inbox promptly, ensuring member and public queries are dealt with in a timely manner.

Media Relations

- Support and contribute to PR activity to raise the profile of Kingston First and the town centre
- Be proactive in spotting trends and news opportunities to promote Kingston Upon Thames
- Draft press releases and copy for campaigns and announcements
- Assist with media outreach and maintain positive relationships with the press
- Tracking media coverage, compiling coverage reports, and measuring PR campaign results - offering insights to optimise performance

Member Support and Liaison

- Build and maintain strong relationships with local businesses and stakeholders
- Visit businesses regularly to gather content, insights and feedback
- Ensure businesses are engaged with and informed about campaigns and initiatives
- Support communication of Kingston First activity to members and partners

Person Specification

We are looking for an individual who is resilient, capable of working at pace and enjoys being involved in a breadth of projects with a variety of responsibilities. The successful candidate will have the following skills and experience:

Essential

- Experience planning and delivering marketing campaigns
- Experience using CRM systems and CMS platforms to manage websites
- Excellent communication skills, both written and verbal and comfortable working with different marketing formats to create engaging content for different audiences.
- Familiarity with tools such as Canva, Adobe Suite or video editing software
- Excellent ability to multi-task and effectively prioritise workload, manage a variety of administrative tasks and produce work that is accurate and to a high standard
- Experience of using MailChimp, Social channels and website platforms
- Strong working knowledge of Microsoft and/or Google packages, in particular
- Excel/Sheets and Powerpoint/Slides
- Ability to analyse performance data and apply insights to improve results
- Ability to adapt copy for both a B2C and B2B audience
- Basic understanding of SEO and how it supports content performance
- A keen eye for design and creative ideas to drive content and maximise engagement
- Proven track record of using initiative to tackle problems
- Confident working both independently and as part of a small team
- Proactive, positive and solutions-focused approach
- Can commute/travel to Kingston town centre regularly

Desirable

- A degree in Marketing, Communications, or a related field
- Interest in town centres, retail, hospitality or placemaking

What We Offer

- A supportive and collaborative work environment
- Opportunities for professional and development and growth
- The chance to be involved in exciting and creative projects that make a difference to the Kingston community
- Competitive salary and benefits package including reduced hours per week

Additional Information

Flexible working hours. Occasional evening working is required to support company events, activities or meetings.

The role will be based on a hybrid model and split between our office in Kingston town centre, and homeworking. Equipment will be provided to the successful candidate.

Kingston First is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.