

**Norwich Business Improvement District (BID)** exists to help Norwich thrive. Positioning Norwich as one of Britain's leading cities, Norwich Business Improvement District is run for local businesses by local businesses. Our overarching vision is to make a clear positive impact on the vitality of our city centre and the success of the businesses within it. Funded by over 740 levy paying businesses in the greater Norwich area, BID also manages **VisitNorwich (VN)**, the dedicated tourism destination organisation for the city. VN's activities are funded by NBID levy income, advertising sales and individual VN memberships. Recent initiatives include the re-branding of the city to Norwich, the City of Stories with the aim of putting Norwich on the map as an exciting place to live, work and visit.

From a tourism perspective, our ambition is to help make Norwich a top 20 destination for UK city breaks by 2020. This creative role in the Marketing team is integral to making this happen.

### Job Description

<b>Job Title:</b>	Digital Marketing Executive
<b>Reporting to:</b>	Marketing Manager
<b>Salary:</b>	Negotiable, depending on experience, up to £21,000
<b>Hours:</b>	37.5 per week
<b>Holiday:</b>	20 days p.a. plus English Bank Holidays
<b>Pension:</b>	Up to 4% Employee contribution with a matched up to 4% Employer contribution
<b>Notice Period:</b>	One month after a successful three-month probation period
<b>Other:</b>	Statutory entitlements

### Role Summary:

1. Management and content population of VN and BID social media channels. This role needs to keep the profile of the BID high and ensures consistent visibility of the breadth of the work done by the organisation, for both a business and consumer audience.
2. Day-to-day maintenance of the VisitNorwich website, including updating content, and creating and populating seasonal campaign pages.
3. Monthly reporting on the performance of VN/BID social media and website, for internal use, the BID Board and the Promoting Workstrand Board.
4. To weekly send out our B2C City of Stories e-newsletters, with input from the wider Marketing team.
5. To monthly send out our B2B e-newsletters for VisitNorwich and Norwich BID Levy Payers, with input from the wider team.
6. Shared maintenance (with B2B Marketing Manager) of Norwich BID website and Norwich Sharing City website.
7. Assisting with enquiries from BID business and VN Investment partners as appropriate, to update listings and create social content.

8. Undertake copywriting and proofreading for VN/BID digital channels as appropriate
9. Supporting the Campaign Marketing Executive to convert free listings to paid-for listings and up-sell existing paid for listings to higher value listings on VN website.
10. To support the Marketing Manager and PR and Marketing Manager as well as the wider team in delivering the aims of Norwich BID.

### **Key Responsibilities:**

#### **Digital & Content**

Implement, write and deliver social media activity to support the three strategic aims of the Promoting Workstrand:

- Front-of-mind City: Attract a higher, more engaged city user and establish Norwich as one of the UK's top 20 most-visited destinations
- Commercial City: Promote Norwich as a great city to do business in, improving the trading landscape and attracting more investment.
- Supported City: Demonstrate the extraordinary value of Norwich BID.

Working with and supporting BID stakeholders and VN Investment partners, this role is responsible for keeping Norwich's profile high, as a commercial and visitor destination. This involves regularly creating and scheduling content, sourcing images, copywriting, and working with the Campaign Marketing Executive to promote seasonal campaigns and projects.

Alongside the Marketing Manager, this role will occasionally help implement paid digital campaigns for the organisation, either in-house or with the support of an agency.

#### **Website**

Day to day management of the VisitNorwich website, this will include: refreshing member listings; approving externally-submitted events, checking for out of date information; and ongoing optimisation of content to ensure a great visitor experience and increased users month on month.

With support from the Marketing Manager and the Campaign Marketing Executive, this role plays a crucial part in keeping the website seasonal, and up-to-date in relation to the latest visitor campaigns.

This role also has shared responsibility of the Norwich BID website, supporting the Marketing Manager in publishing and promoting content to our business audience.

#### **Communication & Marketing**

Lead on our B2C and B2B e-newsletters, across VisitNorwich and Norwich BID working with the rest of the marketing team.

- Weekly VisitNorwich e-newsletter, to encourage visits to the city and promote our Investment Partners

- Monthly BID e-bulletin, to promote the work of the BID to businesses in the Norwich City Centre
- Monthly VN Investment Partner e-newsletter, to support paying stakeholders of the DMO

Monitor competitive, member and industry social media trends and news stories. Supporting the Campaign Marketing Executive in the planning and writing of City of Stories blog.

### **VN Investment Partner & BID Support & Team**

Administration assistance, as required – sharing PR coverage with Investment Partners, sending callouts for content via the e-newsletter, updating Investment Partner or BID databases, administrating online competitions.

Share responsibility for routine telephone and email enquiries from Investment Partners or BID businesses and other organisations, including requests for reports and updates on online activity.

Participate in team meetings as required.

Support the Marketing Team in promoting the Investment Partners or BID businesses. Being able to sell the benefits of Investment Partner membership and advertising options or explain about BID activity and projects. Talking, selling, advising confidently over the phone, via email and face to face as needed.

### **Sales / Finance**

Support the team in identifying potential clients for digital advertising (on visitnorwich.co.uk and in B2C newsletters) and sell them advertising to suit their needs. To run reports on results from advertising.

To share responsibility in issuing internal invoice requests for VN Investment Partners / digital advertising etc to the Office & Business Support Manager and to forward incoming invoices once approved by the Head of Marketing.

### **Targets & Evaluation**

Ensure reporting of social and website performance is provided in a timely manner each month, including:

- Completion of monthly stats for use in the monthly BID KPI document compiled by the Office & Business Support Manager
- Completion of stats for monthly board compiled by the Marketing Manager

Attend regular 1-2-1 meetings with your line manager and other formal appraisals as required.

### **Person Specifications:**

#### **Qualifications**

GCSE Maths & English

Digital qualification and/or equivalent proven professional experience (desired).

### **Experience/Knowledge**

Experience working with maintaining and populating a website

Experience with WordPress CMS (desired)

Relevant social media experience in a commercial or voluntary business or organisation.

Experience of writing and communicating B2B and B2C communications and newsletters.

*Desired, but not necessary*

Relevant experience of BIDs, DMOs or equivalent marketing organisations

Good knowledge of the principles of promoting the tourism sector

Experience of successful monitoring of online activities using Google Analytics and social media tools

### **Skills**

Confident in using a variety of digital platforms and channels, including Facebook, Instagram, Twitter and LinkedIn. Experience of scheduling and reporting tools such as Sprout Social, Hootsuite or Buffer also a benefit.

Confident in maintaining and populating a CMS, such as Wordpress or SilverStripe

Excellent written, verbal skills, proofreading skills and an eye for detail

Ability to work effectively as a team member and independently

Ability to manage multiple priorities under pressure and meet deadlines

Excellent interpersonal skills including the ability to negotiate and gain the confidence and respect of external and internal contacts

Fluent standard of computer literacy (Outlook, Word, Excel)

Knowledge of customer databases (CMS)

*Desired, but not necessary:*

Basic understanding of Adobe Creative Suite (Indesign, Photoshop)

### **Attributes**

Passionate about Norwich, and working as part of a team to drive the city forwards!

Creative and open minded

Able to manage a diverse workload with a proactive and organised approach

Willing to get actively involved on a practical, as well as strategic level

Thrives on being part of a successful team

Flexible towards working hours, with occasional events at evenings and weekends