

Job Description

Job Title: Marketing Executive

Reporting to PR & Marketing Manager

Salary: Negotiable, depending on experience, up to £25,500

Hours: 37.5 per week

Holiday: 20 days p.a. plus English Bank Holidays

Pension: Up to 4% Employee contribution with a matched up to 4% Employer contribution

Notice Period: One month after a successful three-month probation period.

Other: Statutory entitlements

About Norwich BID

Since 2017, Norwich BID has worked on behalf of over 700 local businesses, to deliver a varied and comprehensive program of projects that benefit the city. We are funded, managed and led by these businesses, and – during the course of the last decade – have delivered work which we know has had a positive impact on people who live and work here. This is a proud, city-wide collaboration that makes a difference.

Our vision is to drive the sustainable success of Norwich business, to make ours the most sought-after city in the UK. The BID is a not-for-profit: a collective of local organisations working together to deliver the changes they want to see to drive Norwich forward. Everything we do – every investment we make – is on behalf of local businesses, to make this city thrive.

This creative role works within our busy marketing team - working primarily on VisitNorwich - delivering on-brand communications that make our city shine.

About VisitNorwich

VisitNorwich is the Destination Marketing Organisation (DMO) for the Norwich area, and we believe passionately about promoting tourism in Norwich.

VisitNorwich is funded by Norwich BID, Norwich City Council and individual businesses through our VisitNorwich Investment Partner scheme. Our paid Investment Partners are businesses who benefit from tourism across Norwich and the wider county. This being made up of accommodation, hospitality, attractions and retail.

Our job is to market Norwich to domestic audiences and established overseas markets. We do this through campaigns, PR, partnerships and print – and through visitnorwich.co.uk. We work closely with organisations across the country, such as Greater Anglia and tour operators to reach larger audiences. Closer to home, we work with Visit East of England, whose responsibility is to promote Norfolk and Suffolk.

PR is a large part of our work, and how we feed into our national tourist boards – VisitEngland (domestic tourism) and VisitBritain (inbound tourism).

This role would suit you if:

- You love Norwich and see the opportunities the city presents for attracting tourism. This is an exciting, varied and creative role, responsible for delivering on-brand communications and campaigns – passion and enthusiasm are vital components of this job.

- You are driven by supporting others - at the heart of this role is supporting businesses, and creating an impact that directly benefits the city.
 - You are confident, passionate, and hard-working, and want the support of a close team who are creative and highly motivated.
 - You can communicate effectively with business (big and small), as well as team members and agencies.
 - You've got proven writing skills and can write from the heart. We're proud of our brand voice, and this role suits someone who can spot a story and bring it to life through words and imagery. Inspiring others is the cornerstone of what we do.
 - You can build partnerships, and gain the trust of people you work with. The role includes close working with VisitNorwich Investment Partners – so strong verbal skills, fair-mindedness and understanding are all important attributes.
 - The role will also get involved in wider BID projects, such as Love Light Norwich festival marketing, city dressing, Norwich Wine Week and our talent attraction brand: 'Work in Norwich' – so the need to adapt and work flexibly is essential.
 - You have an intuition for strong and consistent branding. This is an exciting job with huge variety, and city-wide impact. Through it all, this role helps ensure our tone of voice is consistent, and that the Norwich brand is outstanding across a multitude of platforms.
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Key Tasks:

- Taking the lead on the content management and writing of the Norwich, the City of Stories blog, hosted on visitnorwich.co.uk. Taking into account user needs and trends, you'll produce and maintain a clear content plan, being mindful of seasonality and authenticity to write content that shines a light on Norwich and meets the needs of prospective visitors in their research and consideration phases.
- To write and deliver VisitNorwich monthly B2C e-newsletters promoting Norwich and VisitNorwich Investment Partners to a local and national audience: growing our mailing list, reporting and analysing performance to improve future editions.
- To undertake the main responsibility for planning and producing the annual Norwich Tourist Map, including generating income through advertising sales, commissioning design and print, and managing distribution via an external agency.
- Lead on writing and distributing the VisitNorwich Investment Partners monthly B2B e-newsletter. This includes industry updates as well as VisitNorwich & BID news and opportunities. Supported by the PR & Marketing Manager.
- Supporting VisitNorwich visitor campaigns, both on and offline. Working in consultation with the wider marketing team, you will help deliver campaigns for local and domestic visitors to Norwich, taking into account the latest travel trends, industry news and stakeholder activity. You'll be working across a variety of platforms, with a large focus on visitnorwich.co.uk, and with support from the Digital Exec on owned channel distribution.
- Support the recruitment and retention of VisitNorwich Investment Partners and community engagement within the tourism arena, including managing recruitment campaigns and ensuring relevant literature is

maintained to the highest standard.

- Stakeholder management, both of VisitNorwich Investment Partners (including proactively selling investment partner membership, digital advertising, and general account management), BID levy payers, external agencies, and industry bodies (such as VisitEngland and Visit East of England).

Other

- Organising, running, and reporting competitions with VisitNorwich/BID and 3rd parties.
- Undertake copywriting and proofreading for VN owned channels and 3rd party marketing campaigns, including adverts, editorial and website pages.
- Supporting the Digital Marketing Executive with social media content creation and calendar, according to VisitNorwich content for City of Stories blog and Investment Partner updates.
- Keep up to date with news from the Norwich area and Investment Partners for use in planning consumer digital, print and campaigns content.
- Working with marketing/creative agencies employed by Norwich BID/VisitNorwich in accordance with campaign and business requirements.
- Acting as brand guardian for Norwich, City of Stories, in partnership with the wider marketing team.
- Monthly reporting of newsletter figures for the BID board, and attendance at team meetings and 1-2-1s as required.
- Supporting wider Norwich BID marketing projects on copywriting, proofreading, and occasional design production.
- Occasional attendance of events or functions at evenings and weekends.
- Undertake any other duties within the broad spectrum of the above activities as may be appropriate for BID and VisitNorwich.

Team Support

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

Job Specifications

Qualifications

- Degree level or 2 years' equivalent relevant marketing experience
- GCSE Maths & English

Experience/Knowledge

- Good understanding of communications and marketing, especially digital.
- Proven writing experience, understanding tone of voice and branding, and experience of writing that resonates deeply with consumers.
- Experience of digital content management and writing content with a multi-audience approach.
- Proven track record of developing and delivering consumer marketing activities.
- Experience of working to campaign budgets and sales targets.
- Experience of working with multiple partners, 3rd party agencies and businesses.
- Experience of sales.

Desired, but not necessary:

*Relevant experience of BIDs, DMOs or equivalent marketing organisations
Good knowledge of the principles of promoting the tourism sector*

Skills

- Excellent written and creative skills, with an eye for brand and sensitivity to tone of voice delivering a high standard of work.
- Strong organisational skills.
- Ability to manage multiple priorities under pressure and meet deadlines.
- Attention to detail.
- Ability to sell confidently, and communicate effectively in person, email and over the telephone.
- Understanding of our Investment Partners differing business needs and the most effective ways to communicate these differences positively through our marketing.
- Confident in maintaining and populating a CMS, such as Wordpress or SilverStripe.
- Ability to work effectively as a team member and independently.
- Excellent interpersonal skills including the ability to gain the confidence and respect of external and internal contacts, ability to ask questions and listen effectively.
- Ability to recognise and seize opportunity.
- Ability to respect other's views, learn and communicate confidently with empathy.
- Fluent standard of computer literacy (Outlook, Word, Excel).

Desired, but not necessary:

Writing for SEO

Experience using Google Analytics

Experience using design software (InDesign, Canva)

Attributes

- Exceptionally passionate about Norwich, its culture, and its businesses.
- Honest, fair-minded, open, and approachable.
- Empathetic.
- Imaginative and creative, with the ability to work to deadlines strategically.
- Thrives on being part of a successful team, a good listener and communicator.
- Ability to work calmly and confidently under pressure.
- Confident yet humble, someone who can forge genuine connections and is engaging and personable.
- Someone who can offer practical solutions to problem solving.
- Willing to get actively involved on a practical, as well as strategic level with the team and business.

To apply

To apply, please send a CV and covering letter to melanie.cook@norwichbid.co.uk no later than 10am, Monday 22 July 2024.

If you would like an informal conversation about the role, please contact melanie.cook@norwichbid.co.uk.