

Job Description – Senior Events and Marketing Manager**INTRODUCTION**

Primera Corporation is seeking an experienced Events and Marketing Manager to work for the [Aldgate Connect Business Improvement District](#) and the [Cheapside Business Alliance](#) delivering various marketing and events campaigns for the areas and the BIDs.

A Business Improvement District (BID) is a geographical area in which the local businesses have voted to invest together to improve their environment.

Both BIDs represent a major opportunity to drive an ambitious agenda of change and enhancement for the areas to develop more sustainable and vibrant districts. This is an opportunity to support Aldgate and Cheapside and enhance their cultural offers, with more creative ways to use spaces through animation and activation, supporting future growth as 24/7 destinations.

Together with the local authority partners (City of London and London Borough of Tower Hamlets) and other key stakeholders, the BIDs work with the businesses and community to enhance the areas and ensure they offer something for everyone. Inspiration and inclusivity are at the heart of the BIDs' ambitions - working on programmes and projects that make their destinations more appealing, welcoming, stronger and safer.

The events and marketing role will play a vital role in designing and realising creative activations which form a key part of the BID's strategies, striking the balance of working creatively with the existing community and welcoming new sectors and visitors in.

Diversity and inclusion are at the core of what we do, both as an employer and through the BID's activities. Our EDI [Policy](#) and [Strategy can be accessed](#) here.

JOB DESCRIPTION

Job title: Senior Events and marketing manager

Responsible to: BID manager

Salary: £50,000

Contract: Permanent

Hours: Full time

Location: hybrid working, with our office based in Aldgate

Start date: Immediate start

Purpose of Post

To deliver an ambitious events and marketing programme for the Aldgate and Cheapside areas that is attractive to a broad range of audiences and is anchored in the BIDs' strategies to enhance the cultural and community offer through creative animation and activation of the public realm, supporting community cohesion and the future growth of both areas as 24/7 destinations. The role will have four main aims and objectives:

1. Lead on and support the team on the delivery of the marketing and communications of events.
2. Support the BID managers in writing or commissioning BID collaterals.
3. Coordinate cultural events across the BID - eg cultural activations, partner events, exhibitions, seasonal activity, large scale artistic activity etc.
4. Form partnerships with craft fairs, London Fashion Week, Craft Week, fringe festivals, sporting events, Pride, and more, bringing interest and exhibitions in to Aldgate and Cheapside - raising the cultural capital of the areas.

Main Duties

- Work with the BID team to run an annual events programme, which can be expanded and developed for future years.
- Work with the BID team managing the relevant culture and events Steering Groups that will oversee this strand of work.
- Engage with local businesses, local residents and stakeholders to gain an understanding of the area; establish the wants and needs; gain buy-in and continue the community engagement to deliver a series of events.
- Co-create and propose social / media content around this to capitalise on these existing programmes.
- Engage with emerging artists, creatives, event companies and suppliers to develop ideas and content for the programme.
- Run social media campaigns – organic and paid.
- Ensure all permissions, compliance and legal requirements are secured and fulfilled and that events are delivered on time, to budget and to specification. This includes management of City of London Corporation and London Borough of Tower Hamlets approval processes and compliance across licensing, risk, health and safety, traffic management, security and other areas, requesting/creating and processing relevant documents for all events.
- Be the main point of liaison for stakeholders to ensure events are coordinated across City and LBTH departments and ensure ongoing good working relations with these contacts.
- Consult with relevant agencies, and engage with and manage relationships with external stakeholders.
- Lead on marketing collaterals for the BIDs and look for opportunities to collaborate between the two areas.
- Prepare and manage event budgets with the BID managers.
- Undertake any other duties that may reasonably be requested within the spec of this role.

PERSON SPECIFICATION

Demonstrable experience of designing and developing event programmes, digital marketing campaigns.

Relevant experience and qualifications

Be a self-starter with problem-solving skills.

Demonstrable examples of working within tight budgets and community-based activities.

Knowledge of community engagement and co-creation programmes.

Demonstrable ability to work closely / communicate effectively with a range of internal and external stakeholders at various levels.

Excellent communication skills with excellent interpersonal and negotiation skills; is easily approachable.

A proven track record of a leading role in producing cultural events programmes from project inception to delivery and evaluation.

Significant and demonstrable experience of managing multiple events concurrently, with a track record of delivering agreed objectives within a specified timetable, to achieve best outcomes and prioritising work to deliver against challenging deadlines.

Demonstrable experience in sustainable event planning.

A knowledge of the health and safety, regulations and public order requirements in a public outdoor events and indoor venue context.

To be flexible and considerate of working with local communities and have a proactive approach, demonstrating an excellent level of creativity.

Possesses keen attention to detail, with outstanding organisational and coordinating abilities.

A passion for co-creation, arts, culture and creative learning; a desire to foster local arts and culture for the City of London and east London.

Knowledge of the sector and evidence of excellence as a producer/project manager in sector area with delivery experience.

A flexible, enthusiastic and adaptable approach to work, noting the role requires out of 9-5pm working.

Desirable knowledge of the City of London and Tower Hamlets and public-private partnerships.

To apply please submit your CV and a covering letter, which outlines how you meet the Person Specification, to Zoe Barwick, BID manager on zoe@aldgateconnect.london **Application deadline is 7 July 2023.**

**ALDGATE
CONNEC**

at the City's heart
CHEAPSIDE

Please make clear how you have worked with local communities and residents on application and include references and links to previous productions.

Timescales

7 July – Application deadline

W/C 10 July – candidates contacted

17 July – Interviews