

<b>Job Title</b>	Cheltenham BID Communications Assistant
<b>Organisation</b>	Cheltenham BID Ltd
<b>Reporting to</b>	BID Chief Executive and BID Operations Manager
<b>Term</b>	Fixed term until March 2026
<b>Hours</b>	21 hours per week
<b>Salary scale</b>	£20,000 pro rata per annum dependant on experience and qualifications
<b>Location</b>	BID Offices - Cheltenham Town Centre and any other locations as required to deliver the BID's commitments. There will also be a requirement to work from home as long as the Coronavirus pandemic impacts on society.

**Summary:**

The BID Communications Assistant will be required to deliver effective communications across a range of platforms to ensure that BID businesses, stakeholders, partners, and the public are fully informed about BID activities and opportunities. This would include posting relevant and engaging content on the BID's two accounts across all social media channels, updating the BID and Cheltenham Gift Card websites and responding to customer enquiries. There will be an element of copywriting articles for the monthly BID newsletter and some press releases. It will be important to work closely with Marketing Cheltenham, sharing content and updated business information with them.

**Job Specification:**

**Key Duties and Responsibilities:**

- Using Mailchimp, create and distribute regular communications to businesses, including the monthly newsletter, offers and competitions.
- Source and store images, logos and quotes to be used in all BID communications.
- Regularly create engaging social media posts for the Cheltenham BID and Our Chelt Facebook, Twitter and Instagram accounts with the aim of increasing awareness of the town, its businesses, and the BID activities.
- Monitor and respond appropriately to interactions with BID and BID businesses' social media posts in a timely manner.
- Analyse engagement levels across all online platforms and use the results from the analysis to modifying communications to enhance engagement levels.
- Work with the BID Director and Operations Manager to maintain and produce creative content and update the Cheltenham BID and Cheltenham Gift Card websites, utilising the current Wordpress platform.
- Writing, managing production and distribution of newsletters, mail shots and other marketing materials within set budgets.
- To work closely with the Marketing Cheltenham team to ensure that the interests of BID businesses are fully represented through the Visit Cheltenham channels.
- In the absence of the BID Administrative Assistant, process orders for the Cheltenham Gift Card.

## **Person Specification:**

### **Qualifications, Knowledge and Experience**

- Educated to at least A level (or equivalent). A degree in business communications, business studies or similar would be an advantage.
- A proven track record of successfully using all social media platforms as a marketing and communications tool.
- A working knowledge of online analytical tools, such as but not limited to Google Analytics.
- Knowledge of Cheltenham town centre and its businesses
- Experience of using the full Microsoft Office suite
- Experience of using Wordpress and Mailchimp is essential
- A working knowledge of photo editing software would be an advantage
- Experience in the use of Canva would be desirable

### **Skills and Abilities**

- A can-do attitude with enthusiasm for Cheltenham and the ability to apply critical thinking and common sense to situations which arise
- A willingness to be flexible in their approach to working hours
- A creative flair with an eye for detail
- Well presented, organised, punctual and reliable
- Ability to prioritise and juggle multiple tasks to meet sometimes tight deadlines
- Ability to remain calm and polite in all circumstances
- Ability to work on own initiative and as part of a team
- Excellent communication skills with a good command of written and spoken English.