

## Job Description

Title: Marketing Manager

Salary: £39,000 per annum

Hours: Full time, 37 hours per week. Some early morning, evening and weekend working required.

Location: Niddry Lodge, 51 Holland Street, W8 7JB

Reports to: CEO, Opportunity Kensington

Opportunity Kensington, a new Business Improvement District centred around Kensington High Street, is seeking a creative, experienced and collaborative marketing expert to lead a strategic programme to promote and reinforce Kensington's profile as a world class retail and cultural destination in London where visitors want to spend time, where employees want to work, where businesses want to locate and where land and property owners look to invest.

This is an exciting time to join us and help shape the future of Kensington High Street and its surrounds. Working closely alongside other members of the BID team, local businesses, key stakeholders and suppliers, the Marketing Manager will be responsible for the delivery of programming and campaigns to fulfil the objectives of the business plan.

## Job overview

The Marketing Manager will

- Be responsible for the delivery of the 'Thriving Destination' business plan and manage meetings of this group to steer programming
- Deliver an exciting programme of activities and events that raises the profile of Kensington High Street.
- Create content that promotes the area's cultural attractions, event venues, festivals to a London, national and global audience and enriches experiences of local hotel guests
- Work with the Marketing Officer to manage digital marketing channels such social media, e-newsletters and website content
- Manage the design and production of printed collateral, and its distribution where relevant
- Provide regular analysis and insight to the effectiveness of all marketing channels
- Deliver marketing campaigns, digital platforms and programming to drive footfall, build back visitor numbers to support the local economy, encourage local employees to spend more leisure time in the area, and engage new audiences.
- Programme activations to drive exploration through and beyond the High Street, extending the economic benefits of footfall.
- Celebrate Kensington's cultural organisations through events and projects that promote their offer and encourage collaboration in the sector.
- Enhance Kensington's reputation as a retail and cultural destination of choice in London – for visitors, business owners, employees and investors
- Promote Kensington's venues available for private hire
- Work with partners such as tourism organisations, Kensington and Chelsea Council and other key stakeholders to gather insight, explore areas of collaboration and identify funding opportunities
- Support the organisation's strategic priorities
- Manage the annual budget and delivery of the business plan

- Identify and monitor trends within cities, culture and communities ensuring the Opportunity Kensington programme remains relevant
- Utilise and analyse existing data (footfall, hotel occupancy, spend data) and explore new
- Sources to evaluate the potential benefit of tourism
- Act as a brand guardian and ensure all marketing collateral, digital outputs and environmental branding are developed in line with brand guidelines.
- Act as a liaison with dedicated PR consultant where required to build the profile of Kensington as a destination.
- Line manage the Marketing Officer.

## **Person specification**

Opportunity Kensington aims to attract and retain people from all backgrounds.

There is no preference for a candidate to have prior knowledge of Business Improvement Districts, but you need be able to demonstrate relevant experience and skills in the following areas.

### *Required skills and experience*

- Five years experience in marketing
- Experience of delivering multi-disciplinary marketing campaigns, using insight and data to inform decisions and providing detailed analysis to showcase success
- Demonstrable experience of planning and delivering events
- Excellent written and oral communication skills with the ability to adapt style for a range of mediums and audiences.
- Able to communicate professionally and confidently to a range of stakeholders.
- Experience of managing projects with assigned budgets
- Experience of producing engaging digital and printed marketing material.
- An enthusiastic collaborator with experience of partnership working.

### *Desirable skills/experience*

- Insight into of the challenges and opportunities facing city districts.
- Knowledge of issues facing tourism sector stakeholders
- Proactive and self-motivated, ability to prioritise own workload and to work to tight deadlines.
- Interest in Kensington High Street as an area to live, work and visit.
- An understanding of Business Improvement Districts, local and central government and their structures and relationships.

## **How to apply**

**Applicants should send a CV and short covering Letter outlining their interest in the role and relevant experience to Giles Semper at [gs@opportunitykensington.co.uk](mailto:gs@opportunitykensington.co.uk)**

**We welcome applications from all, regardless of personal characteristics or background.**

*Incomplete applications will not be considered. Applicants must be able to demonstrate the right to work in the UK.*

## **About Opportunity Kensington**

Opportunity Kensington is a Business Improvement District (BID) centred around Kensington High Street, working in partnership with local businesses and stakeholders to create a thriving destination, welcoming public spaces and a connected business community. Following a successful ballot result in early 2022, Opportunity Kensington formally launched on 01 April. Information about the BID area, its governance and strategic priorities, can be found in the [Opportunity Kensington Proposal 2022 – 27](#).

Opportunity Kensington's members are the almost 400 businesses that pay its annual levy.

Standard employee benefits are offered including 22 days holiday per annum (pro rata), in addition to public holidays and a contributory pension.