

## How to apply

- Applicants should share their resume and send a short covering letter outlining their interest in the role and relevant experience to Operations Director, Alex Turner, at@opportunitykensington.co.uk

The closing date is 21 February 2025

***Incomplete applications will not be considered.***

*Applicants must be able to demonstrate the right to work in the UK.*

## Job Description

Title: Marketing & Engagement Officer

Salary: £26,775 - £29,400, dependent on experience

Hours: Permanent, full time, 37 hours per week.  
Some early morning, evening and weekend working required. Opportunity Kensington retains flexibility around working from home but given the nature of our work, we would not anticipate that exceeding one day per week.

Location: 2 Allen Street, London W8 6BH

Reports to: Operations Director, Opportunity Kensington

Opportunity Kensington, a new Business Improvement District centred around Kensington High Street, is seeking an individual with a passion for communications to manage a variety of marketing channels and support with the delivery of a programme of events and projects to fulfil the objectives of the business plan.

This is an exciting time to join a newly formed organisation, committed to promoting Kensington High Street as a thriving cultural and retail destination with welcoming public spaces and a connected business community. Working closely alongside other members of the BID team, local businesses, key stakeholders and suppliers, the Marketing & Projects Officer will assist in the delivery of the 'Connected Business Community' and 'Thriving Destination' (Marketing) business plans, liaise with member businesses and support the overall running of the BID.

## Job overview

The Marketing & Engagement Officer will:

### *Member engagement*

- Conduct visits to member businesses, promoting BID services.
- Maintain the BID's Customer Relationship Management (CRM) system ensuring that business interactions are logged in a timely manner, member data is up to date and adoption of BID services is recorded.
- Develop updated collateral to support engagement with membership.

## *Token Card*

- Continue the ongoing development of the Token loyalty programme through securing new offers, developing new platforms, ensuring existing offers are relevant and seeking ways in which to collect redemption figures and other success metrics.

## *Communications*

- Lead on the delivery of high-quality digital communications with BID members and develop novel methods to ensure continued engagement with BID programming.
- Manage the BID's visitor-facing social media channels ensuring output of regular, high-quality content to engage audience, grow following, and promote Kensington as a destination of choice.
- Report on the effectiveness of digital marketing channels and help develop KPIs to monitor success. Track and report website traffic, newsletter open rates, social media engagement and any other relevant metrics.
- Collate content from member organisations and efficiently communicate what's on in Kensington across relevant channels.
- Attend and keep abreast of relevant, local events and activities that can be promoted through BID channels.
- Help devise strategies to target specific audiences, i.e. decision makers in local businesses.
- Draft and upload content to the Opportunity Kensington website.
- Prepare e-newsletters and corresponding content.
- Manage the design and production of printed collateral and campaign/project-specific marketing to reach relevant audiences.

## *Events*

- Liaise with members and external businesses to manage venue hire, catering, and equipment hire for events and meetings.
- Represent Opportunity Kensington at its events and co-ordinate feedback processes.
- Work with the team and external stakeholders to identify, collate, track and analyse place-based data and produce reports highlighting key information about Kensington High Street to local stakeholders.

## *Administration*

- Assist with the taking of minutes at board and other meetings.
- Assist with general administrative tasks associated with the running of the BID.

## **Person specification**

Opportunity Kensington is actively seeking 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:*

- Highly proficient in written and spoken English
- Experience in creating good-quality content for social media e.g. reels / stories
- Able to write creatively and clearly for a range of channels and audiences

- Competent at tailoring messages to corporate and consumer audiences
- Experience in creating website content and using e-marketing tools
- Able to develop positive working relationships with Opportunity Kensington's members, partners and stakeholders
- Competent communicator with a friendly and professional manner via telephone, email and face-to-face meetings
- Previous experience of organising events
- Able to review data and present key findings using analytical thinking
- Experience in minute-taking at events
- Able to prioritise and manage own workload, working under own initiative
- Confident user of standard MS Office software packages
- Proactive and self-motivated, able to prioritise own workload and work to deadlines

### *Desirable skills/experience*

- Experience in working with CRM systems
- Experience in using social media in a professional context as part of a marketing strategy
- Experience in working with website content management systems
- An understanding of Business Improvement Districts, local and central government and their structures and relationships
- Experience in a membership or outward/client-facing role requiring engagement with people of varying levels of seniority
- Educated to degree level (or equivalent further education qualification) with experience in a marketing and communications role or equivalent relevant practical experience

### **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 2022. Information about the BID area, its governance and strategic priorities, can be found at [www.opportunitykensington.co.uk](http://www.opportunitykensington.co.uk).

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.