

Events Promotion Executive

Job title: Events Promotion Executive
Reporting to: Coastal BID Manager.

a) Job function

To enhance the marketing and promotion of events in and around Bournemouth so that local (particularly Coastal BID) businesses can maximise the benefit from these activities.

b) Position overview

1. Assist BID levy payers to exploit and gain the maximum benefit from locally based events and activities
2. Pro-actively identify events which will encourage staying visitors to Bournemouth, especially new events that meet the Coastal BID's strategic approach
3. Promote these events via the Bournemouth Tourism website, as well as identifying other appropriate promotional opportunities
4. Employed by the Coastal BID, but working closely with the Bournemouth Tourism Events, Marketing and Visitor Information teams

c) Key tasks and responsibilities

- Work with Coastal BID levy payers to ensure they are aware of relevant events and assist them to promote them in such a way as to attract new business
- Help Coastal BID levy payers to develop their own packages for events and activities, in conjunction with the Coastal BID's Business Support Executive
- Identify and help create new events that match the Coastal BID's agreed strategy
- Ensure all BID sponsored events are appropriately marketed to and through BID levy payers
- Work in partnership with the Tourism teams to pro-actively identify events which will encourage staying visitors to Bournemouth
- Work with event organisers to load information on those new events identified on to the Tourism website to help produce a more comprehensive listing, keeping to the agreed protocols for the Tourism website
- Seek ways in which to promote key events for the benefit of Coastal BID levy payers through the exchange of information with other parties
- Compile an information calendar for Bournemouth businesses which will enable them to identify the expected levels of day and staying visitors for key leisure, business and entertainment events taking place in the town/area
- Networking and representing the BID to BID businesses and third parties
- Carry out relevant administrative tasks relating to the sound operation of the BID office
- Comply with appropriate legislation (e.g. employment, data protection, health and safety)
- Carry out any other reasonable activities as required by the BID Board.

d) Outline terms & conditions

Annual salary: **£18,000 - £20,000 depending on experience**
 Annual holiday entitlement: 28 days, including statutory bank holidays
 Working week: 40 hours. No paid overtime. TOIL re weekend working.
 Pension: Currently there is no provision for a company pension scheme

e) Person Specification

Qualifications	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Relevant professional or vocational qualification, or educated to degree level
Experience	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Proven experience in building and maintaining strong working relationships with a diverse range of partners • Public speaking and making presentations • Experience with social media, websites • Proficiency in MS Office <p><i>Desirable</i></p> <ul style="list-style-type: none"> • Experience in marketing and / or events
Personal attributes	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Strong communication skills (written and oral). • Tactful and diplomatic, yet a resilient character • Able to work on own initiative and as part of a team • Enthusiastic and adaptable • Self-motivated with a can-do attitude. • Committed to providing exceptional customer service • Attention to detail • Ability to prioritise and remain focused; to organise workloads with no daily supervision. • Ability to work under pressure and to tight deadlines • Ability to quickly establish good working relationships at all levels.

f) Recruitment process

Applications should be sent to the Coastal BID office - 3rd Floor, Burlington House, Burlington Arcade, St Peter's Road, Bournemouth BH1 2HZ, alun@coastalbid.co.uk - to arrive by **5.30pm on Friday 21 November 2014**. (Preferred method is by email.)

Your application should include your CV together with a letter briefly outlining why you are applying for this post.

Short listed applicants will be invited to an interview during the week beginning 1 December 2014.