

# BOROUGH MARKET

September 2024

---

<b>Job Description</b>	
<b>Job Title</b>	Marketing and Events Manager
<b>Background and Purpose of the job</b>	The main purpose of this role is to support on the strategic development and management of Borough Market’s marketing channels in line with the 2030 strategy.
<b>Reports to</b>	Head of Communications and Marketing
<b>Key Internal Relationships</b>	BM Trustees BM SMT BM staff (internal communication) Traders – consultation and relationship management Traders – consultation and relationship management
<b>Key External Relationships</b>	Borough Market Stakeholders, including, but not limited to: Market customers, local residents, local businesses, local community associations, local government, Network Rail, TfL. External service suppliers including, but not limited to web and social media providers; copywriters; print design services; publishers; photographers
<b>Key Responsibilities</b>	<p>To support on the strategic development and management of Borough Market’s communication and marketing functions to enhance the Trust’s overall reputation and build support for the Market’s corporate and societal aims.</p> <p>Develop and implement the Market’s marketing and events activities in line with the Trust’s strategic plan and support the Board and Management team to build our brand and values.</p> <p>Support the Head of Communications and Marketing in the development of Borough Market’s comms strategy and purpose in line with the Market’s 2030 Strategy ensuring EDI is at the heart of all outputs.</p> <p>Develop and manage BM’s marketing and event plans, with a focus on digital, to help to deliver BM communications strategy and purpose, thus building awareness and support for the Trust</p> <p>Support the Head of Communications and Marketing in the development of BM's brand by delivering integrated marketing content to communicate the Market's key messages</p> <p>Be responsible for managing the Borough Market website content in line with the digital marketing strategy to improve visibility of key messages</p>

---

# BOROUGH MARKET

September 2024

---

Maintain regular newsletter schedule to external audience with a focus on priority customers, planning content and providing analytics

Support the Head of Communications and Marketing in implementing BM's internal communications strategy including the development of effective communications for Borough Market staff

Support the Head of Communications and Marketing to provide effective communications between Borough Market and its trader and tenant network

Develop and execute the relaunch of the Friends of Borough Market community scheme

Develop an external and internal events programme to assist in the delivery of the BM's societal and charitable aims for visitors, traders, tenants and staff

Be responsible for the day-to-day management of BM's communications budget.

Develop and manage collaborative and partnership working arrangements with a wide range of external stakeholders; ensuring Borough Market's purpose and aims are communicated effectively and consistently to supporters and partners.

Provide guidance and advice to Managers on marketing issues

Manage relationship with relevant agencies including BM's website provider, event agencies, designers and other day-to-day service providers

Champion the Borough Market brand

Deputise for the Head of Communications and Marketing as required

---

# BOROUGH MARKET

September 2024

---

<b>Qualifications</b>	Ideally educated to degree level, with communications or marketing qualification and CIPR, CIM or similar membership
<b>Previous experience/sector (desirable)</b>	Previous experience of working in an integrated marketing environment with strong digital and CRM knowledge Ideally with a demonstrable passion for and knowledge of good food sector and sustainable production
<b>Technical Skills/Knowledge (required)</b>	Strong digital marketing skills within an integrated campaign context Email campaign planning, execution and review Web content management systems and writing/editing for the web Ability to write and edit creative, persuasive and compelling copy Engagement and networking skills Excellent and demonstrable budget management skills Excellent computer skills – MS Word, Excel, Outlook, databases, and ideally publisher, etc Effective presentation skills
<b>Status of role</b>	Flexible working – 2-3 days in the office per week

---

*This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.*