



## COMMUNICATIONS OFFICER

OCTOBER 2017

### *JOB DESCRIPTION AND ROLE PROFILE*

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| <b>REPORT TO</b> | <b>COMMUNICATIONS MANAGER</b>                         |
| <b>SALARY</b>    | <b>£23,000 to £25,000 pa, depending on experience</b> |
| <b>HOURS</b>     | <b>35 HOURS PER WEEK</b>                              |
| <b>CONTRACT</b>  | <b>PERMANENT</b>                                      |

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### **INTRODUCTION AND OVERVIEW**

South Bank Employers' Group (SBEG) is a membership association of the major and pre-eminent employers and businesses in the South Bank and Waterloo area, dedicated to achieving the best possible experience for employees, residents and visitors. SBEG is a not for profit company, set up in 1991 by a small group of businesses and employers to regenerate and transform South Bank. All members share a vision for South Bank and its future as:

- a desirable destination for culture, business and pleasure
- a place which supports and encourages investment and business growth
- a place with a flourishing and cohesive residential community
- a place which is welcoming to visitors and tourists
- a friendly, clean, colourful, safe, dynamic and diverse area

South Bank is an incredibly dynamic neighbourhood and continues to undergo significant change. With many high-profile development projects underway and more planned, it's a place that's continually redefining aspects of urban and neighbourhood management. For over 25 years, SBEG has been at the heart of these changes and remains committed to addressing the future needs of the area. We work to tackle South Bank's ongoing investment needs, to ensure that our voice and that of our members is heard.

We market and promote South Bank as one of the capital's top destinations and as the cultural heart of London to a range of specific London, national and international audiences, and work closely with those visitor attractions that make the neighbourhood one of the most exciting and culturally rich in the world. Central to our work is South Bank Marketing Group and South Bank Venues: both bring together member organisations to set and drive specific marketing, destination, area promotion, and business development objectives.

SBEG coordinates and delivers vital services in the neighbourhood, including: cleansing and graffiti removal; enforcement against illegal trading and anti-social behaviour; running a comprehensive security and patrol service for businesses and visitors; coordinating construction activity throughout the neighbourhood; and improving the public realm through the coordination and delivery of capital projects. We manage Jubilee Gardens, one of the central London's most heavily used areas of green space, through a service level agreement with the Jubilee Gardens Trust.

We also provide - through Waterloo Job Shop - employment and skills services that help South Bank employers to recruit residents, and deliver training and employment assistance to those residents in the local area that are looking for work.

SBEG led the establishment of the South Bank Business Improvement District (BID) which has been running since 2014. SBEG manages South Bank BID and delivers a range of services on its behalf. The establishment of the BID has broadened our engagement with local businesses, with approximately 200 businesses paying the BID levy - which collectively supports a range of services and activities across the South Bank. Through a Service Level Agreement, SBEG delivers all services to South Bank BID, including operational delivery, marketing and communications, business engagement, corporate governance, financial management and audit.



The attached chart and associated narrative sets out the various relationships that SBEG manages and coordinates with numerous organisations, groups and networks.

## **THE ROLE**

Reporting to the Communications Manager, and working closely with all members of the Communications and Marketing Team, the post holder will ensure that our key stakeholders and audiences, including members and BID levy payers are fully engaged and involved in issues relating to the South Bank's future. The successful candidate will work closely with other members of the SBEG team to ensure that all communications activity is planned, integrated and delivered in accordance with SBEG's priorities and ambitions.

## **KEY RESPONSIBILITIES**

The main objectives of this post will include:

### **External communications**

- Implementation of effective communications activities and campaigns in line with SBEG and South Bank BID strategy and key projects
- Act as editor for all print and digital output, ensure all print and digital publications are delivered to deadline and to a consistently high quality
- Develop content that is channel and audience-appropriate, and which contributes actively to improvements in member engagement and stakeholder awareness
- Create and deliver press releases, media relations content, case studies, and reactive/proactive statements, working with the Communication Manager as appropriate
- Copy-writing, sub-editing and proofing content as required, preparing texts for sign-off
- Research and source imagery to enhance publications and digital assets, as required
- Managing the process for updating SBEG and South Bank BID corporate brochures, merchandise and stationery supplies to agreed time, quality and cost
- Liaison with contractors, including printers and photo libraries, ensuring compliance with corporate brand identity as well as value for money
- Provide editorial guidance and training to colleagues in house style, organisational tone of voice brand guidelines.
- Act as compliance officer and champion for the adoption of house style and tone of voice, to ensure that all documents abide by the house style rules

### **Always-on channels**

- Responsible for the development and daily updating of our always-on channels, including SBEG and South Bank BID email inboxes, social pages, Twitter, Instagram, websites and e-newsletters, etc
- Support the Communications Manager with the development of content and editorial plans and scheduling of website updates



### **Print production**

- Production, design and distribution of leaflets and other marketing material as directed by Communications Manager using external suppliers or online tools such as Canva
- Assist Communications Manager in production of hard copy annual reports for South Bank BID and South Bank Employers Group

### **CRM and email databases**

- Support Communications Manager with introduction and roll out of CRM project and be part of the project team
- First port of call for internal queries relating to creating and uploading data to CRM system
- Manage email distribution lists in Pure 360 and Campaign Monitor including new subscriptions, opt-outs and bounce backs

### **Stakeholder engagement and events**

- Work closely with the Membership and Business Engagement Officer in the delivery of the SBEG and South Bank BID member events
- Work with Membership and Business Engagement Officer to develop and implement clear event templates covering guest lists, invites, venue hire, technical set-up, reminders, speeches, costs, budgeting and ensure internally and externally
- Develop KPIs and simple effective event evaluation in conjunction with Communications Manager

### **General responsibilities**

- Assist with communications activities as and when required for other departments/ external partners, including the South Bank Visitor Management Group and Jubilee Gardens Trust, e.g. the launch of a public realm initiative
- Assist the wider Communications and Marketing team in delivering PR campaigns, communications, and member events, as required, attending networking events, member events, and conferences
- Occasionally work outside normal working hours, when required
- Comply with SBEG's Health & Safety policies
- Comply with SBEG's Equal Opportunities policies

### **PERSON SPECIFICATION**

Suitable candidates should be able to demonstrate the following knowledge, skills and experience:

- Demonstrable experience in the field of communications
- Specialised qualification in communications discipline and / or marketing
- Demonstrable experience in coordinating and developing both print and digital communications, marketing materials, newsletters and social media
- Experience of writing for a variety of mediums and audiences
- Excellent written and spoken English
- Excellent communication skills, particularly verbal and written, and a proven ability to prepare clear and concise briefings and correspondence



- Excellent time management and organisational skills
- Experience in interviewing, collating and writing stories, especially on technical subjects
- Confidence in dealing with people at all levels, demonstrating professionalism and diplomacy
- A self-starter with the ability to take responsibility and work independently
- Knowledge and experience of relevant CRM / databases and their effective management and utilisation
- Working knowledge of budgeting
- Experience of undertaking research using online tools, software and other media, and the ability to extract and summarise relevant information
- Knowledge and experience using Microsoft Office or similar (including advanced Excel, Word and PowerPoint), CRM systems such as ACT, Salesforce etc and email marketing software such as Pure 360 or Campaign Monitor
- Proven ability to work effectively as part of a team, working flexibly across professional and operational boundaries, including experience of working with senior staff and external agencies
- An understanding of urban development, place management and relevant initiatives, including regeneration, neighbourhood planning and Business Improvement Districts
- Some knowledge and understanding of the unique pressures facing the South Bank area, and a recognition of the need for services to match its location and reputation as part of London's Central Activities Zone

#### **BENEFITS**

- 25 days of annual leave increasing with length of service up to 28 days per year
- 6% employer's pension contribution
- Interest free season ticket loan

#### **HOW TO APPLY**

Please email a current CV (no more than four pages) and a covering letter of no more than two A4 pages to [frances.cresswell@southbanklondon.com](mailto:frances.cresswell@southbanklondon.com). Please ensure that your covering letter and your CV fully address the objectives of the job description and the requirements of the person specification.

The closing date for applications is 5pm on Monday 13 November 2017.

***South Bank Employers' Group is an Equal Opportunities Employer and aims to ensure that no job applicant is discriminated against on the grounds of gender, age, marital status, disability, sexual orientation, ethnic origin, race, religion or belief.***

**CHART OF SOUTH BANK ORGANISATIONS AND  
RELATIONSHIP TO SOUTH BANK EMPLOYERS' GROUP:**

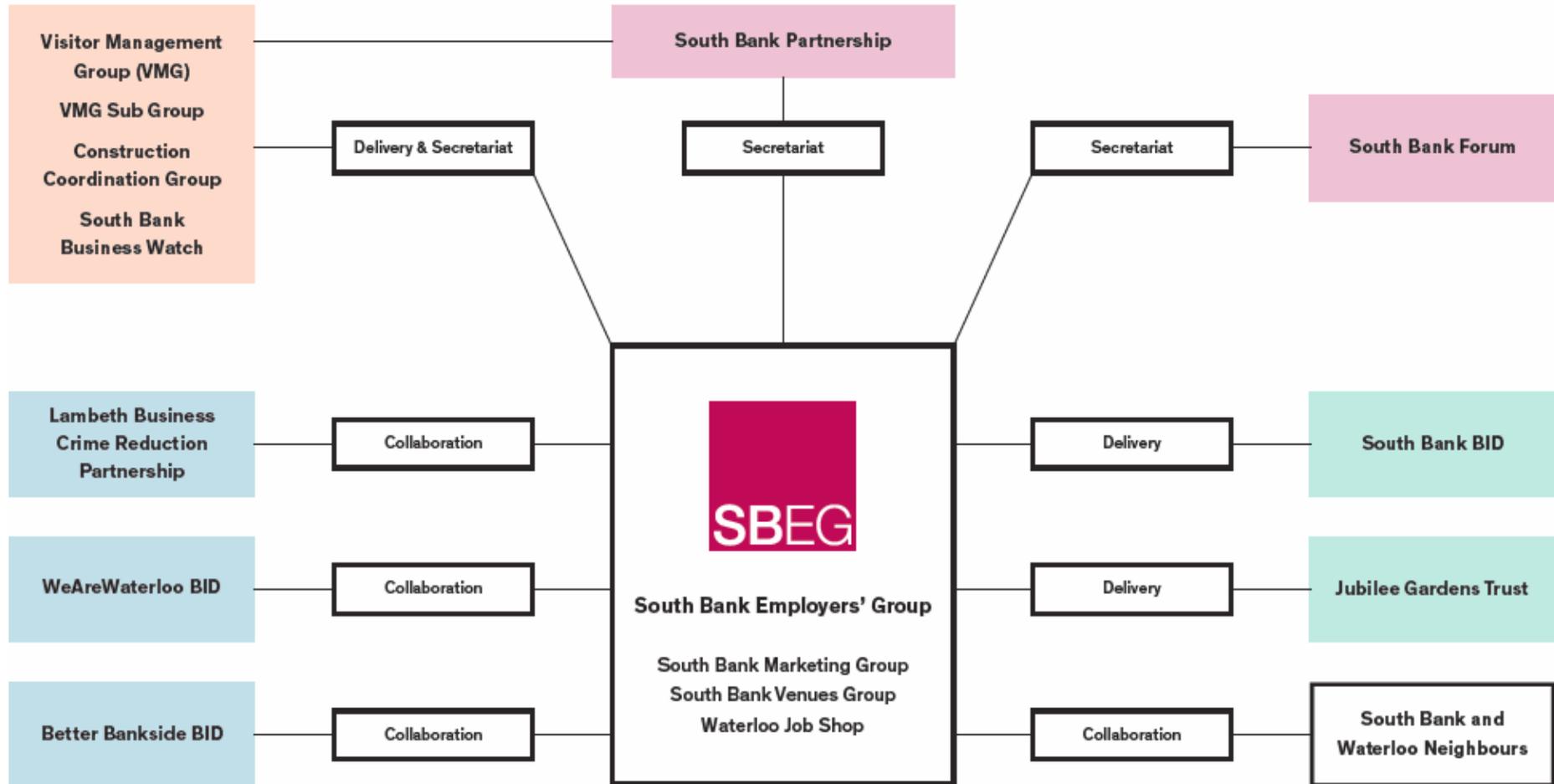
See Overleaf for Notes on Status and Role of Organisations

Key

November 2017

Secretariat  
Delivery

Collaboration  
Delivery & Secretariat



## Notes on South Bank Chart

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### SOUTH BANK PARTNERSHIP AND RELATED ORGANISATIONS

**South Bank Partnership** Co-chaired by Kate Hoey MP (Vauxhall) and Neil Coyle MP (Bermondsey and Old Southwark). Attended by Ward Councillors and Cabinet members from Lambeth and Southwark, Mayor's agencies, Metropolitan Police, SBEG members, WeAreWaterloo BID and other local stakeholders. Meets quarterly. Role is general coordination and oversight of South Bank regeneration. Partner consensus on objectives for the neighbourhood is expressed in South Bank Partnership Manifesto and Action Plan.

[www.sbeg.co.uk/page/south-bank-manifesto-2014](http://www.sbeg.co.uk/page/south-bank-manifesto-2014)

SBEG provides the secretariat to the Partnership and supports the co-chairmen in their Partnership roles.

**South Bank Forum** Co-chaired by Kate Hoey MP and Neil Coyle MP and attended by ward councillors from, Bishops Ward Lambeth and Cathedral's Ward Southwark. Quarterly meeting for residents to discuss local issues with Ward Councillors and MPs and give feedback on matters affecting the neighbourhood.

[www.sbeg.co.uk/page/3100/Partnership-and-Community](http://www.sbeg.co.uk/page/3100/Partnership-and-Community)

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**1) South Bank Visitor Management Group (VMG)** Co-chaired by John Langley (National Theatre) and Raj Mistry (Lambeth Council). Bi-monthly meeting attended by senior operational staff of major South Bank visitor destinations to coordinate public realm operations and oversee public realm services and construction management. Advises on spend of London Eye s106 and reports activities to South Bank Partnership. SBEG commissioned by Lambeth and London Eye to provide secretariat, reporting and accounting functions.

**2) Construction Coordination Group** Comprises of developers / contractors, major stakeholders, statutory authorities and ward commissioners to foster collaborations across developments and mitigate and communicate the impacts of construction. Information to businesses, residents and visitors about events, disruptions and construction activity is provided.

[www.oursouthbank.com](http://www.oursouthbank.com)

**3) South Bank Business Watch** Group of security managers of South Bank organisations, meeting bi-monthly and reporting activities to VMG and South Bank Partnership. Also attended by Metropolitan Police. Role is security planning and coordination. SBEG provides secretariat as part of VMG commission.

**4) VMG Sub-Group** Comprises London Eye, Lambeth Council, and VMG Co-chair. Determines allocation of the London Eye revenue s106. SBEG provides secretariat, reporting and accounting functions.

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### SOUTH BANK EMPLOYERS' GROUP

Non-profit Company governed by Board appointed by its 20 members. [www.sbeg.co.uk](http://www.sbeg.co.uk)

Vision is to promote and improve the South Bank for benefit of employees, residents and visitors influence and coordinate public and private resources to this end; delivery includes public realm services and coordination, on behalf of the VMG, destination and venue marketing (on behalf of the South Bank Marketing Group and South Bank Venues) and employment and skills services (via the Waterloo Job Shop). Also manages Jubilee Gardens on behalf of the Jubilee Gardens Trust. And is the delivery agent for the South Bank Business Improvement District.

#### Sub Groups of SBEG include –

**South Bank Marketing Group** Active network of marketing professionals including public facing SBEG members and other neighbourhood attractions, funding and coordinating SBEG area promotion and destination marketing activity.

[www.southbanklondon.com](http://www.southbanklondon.com)

**South Bank Venues** Similar role in relation to marketing local venues. [www.southbanklondon.com/venues](http://www.southbanklondon.com/venues)

### OTHER RELATED ORGANISATIONS

**Jubilee Gardens Trust** Registered charity comprising landowners adjoining the Gardens, and business and resident representatives, responsible for all aspects of the management and maintenance of the Gardens. SBEG acts as the delivery agent for the Trust under a service level agreement. [www.jubileegardens.org.uk](http://www.jubileegardens.org.uk)

**South Bank BID** In operation since 1 October 2014, covers the area between Lambeth Bridge and Blackfriars Bridge, the River, Waterloo Station and Stamford Street. Main activities include additional public realm services and destination marketing. Governed by an independent non-profit company with a board drawn from those liable for the BID levy. It does not employ staff but commissions SBEG under a service level agreement to provide BID services and all financial and administrative support.

[www.southbankbid.co.uk](http://www.southbankbid.co.uk)

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### LOCAL PARTNERS

**SoWN (South Bank and Waterloo Neighbours)** The body designated formally to prepare the South Bank and Waterloo Neighbourhood Plan. Unincorporated body with over 500 members representing residents and employees. [www.sowneighbours.org](http://www.sowneighbours.org)

**WeAreWaterloo BID** The business improvement district covering the area to the east and south of Waterloo Station. Works closely with SBEG and will have a collaborative agreement with South Bank BID covering a shared to Waterloo Station and to promoting the neighbourhood. [www.wearewaterloo.co.uk](http://www.wearewaterloo.co.uk)

**Better Bankside BID** The business improvement district covering the area to the east of the SBEG and South Bank BID area; extensive collaboration with South Bank Marketing Group and shared commitment to collaboration in other BID services with South Bank BID. [www.betterbankside.co.uk](http://www.betterbankside.co.uk)

**Safer Lambeth Business Partnership** Lambeth wide, Police supported business crime reduction partnership in which SBEG and South Bank BID play a leading role. [www.saferlambeth.co.uk](http://www.saferlambeth.co.uk)