



Job title: BIC Marketing and Events Consultant
Reports to: BIC's Executive Director
Location: Remote/work from home, UK based ideally
Hours: 3 days per week (21 hours - regular office times): 2 days per week on marketing plus 1 day per week on events
Term: 8-month contract, consultancy basis
Pay: £16K for the 8 month contract term paid monthly (Pro-rated from the full time equivalent of £40K per annum)

Job purpose - summary: To develop and deliver BIC's marketing strategy in line with and in response to BIC's vision and 2022-23 strategy, to ensure BIC is maximising on all marketing and communications activity at all levels across the book industry. To assist the Executive Director in the planning and execution of BIC's events programme and lead on the design aspect of the new BIC website.

Key areas of responsibility:

1. Creation and execution of a comprehensive marketing and communications strategy across all areas of BIC's products, events, and industry liaison work, in line with BIC's vision and its strategic priorities for 2022 and 2023
 - 1.1 become fully versed in BIC's remit, vision, purpose, and operations in order to optimise promotion of BIC's agenda and (both online and in-person) activities
 - 1.2 execute a strategic review of BIC's digital presence, including website, social media strategy, member, and non-member communications
 - 1.3 with the Website Requirements and Delivery manager, specification of all aspects of the graphic design, content, user experience and SEO capabilities of a new BIC website, and vendor selection. Work on the new website will begin later in 2022
 - 1.4 ensure the current BIC website remains relevant and up-to-date until its replacement
 - 1.5 execution of the new social media and other digital communications strategies, to maximise awareness of BIC's work and brand
2. Creation of new marketing collateral, including generation of both copy and illustrations, for use on the website, on social media and via other digital communication channels
3. With the Exec Director, planning, execution, and promotion of BIC's online and in-person events programme and associated sponsorship

Main tasks:

1. Create and deliver a fully comprehensive marketing strategy across key areas of BIC's products, events, and industry work, in line with BIC's vision and strategic priorities for 2022-23 This to include numerous multi-channel targeted marketing campaigns for BIC's events, training, best practices, projects, accreditations, industry and membership communications, press releases etc.
2. Develop and create new sales and marketing collateral to help drive more new members to BIC collaborating with the Executive Director and the Sales Consultant. This to include (but is not limited to) the creation of a digital brochure emphasising the benefits of BIC membership.
3. To execute a comprehensive review and subsequent rebranding of all current sales and marketing collateral (digital and print), website materials, papers, and documentation.
4. Review BIC's current digital communications (including frequency, tools currently in use, and content of all mailings) and ensure that the correct metrics and analytics are always in place and reported on for BIC's website, social media, and mailings.
5. Use the findings from these metrics, to inform analysis and further research to increase engagement across BIC's digital footprint including Facebook, LinkedIn and Twitter followers and general web traffic.



6. Once the new BIC website project begins, to be responsible for overall input into the design, user experience and SEO capabilities of the new website, work on which will start later in 2022. This will require collaboration with the project lead (the BIC Website Requirements and Delivery Manager), and the 3rd party website developers.
7. Create printed and digital collateral for book industry events e.g., Frankfurt book Fair, London book Fair etc.
8. Creating fresh and engaging templates for all membership mailings in line with current (and potentially subsequent) branding.
9. Create fresh and engaging social media images e.g., for training, events, BIC Brunches, workshops, announcements, seminars etc.
10. Be responsible for all monthly training and events mailings to members and non-members plus accompanying posts on social media.
11. Create a '100 Days Plan' to outline proposed activity.
12. Deliver monthly written report to the Executive Director outlining activity, progress against KPIs, opportunities and challenges.
13. Generate fresh thinking and ideas to update the BIC brand and increase the awareness of BIC as being at the heart of the book industry.
14. Develop key strategic marketing campaigns for a variety of BIC initiatives and projects.

Experience - Minimum Requirements:

1. Experience in creating and delivering successful multi-channel marketing campaigns to strict deadlines – examples to be brought to interview.
2. A commercially astute and agile individual with an extensive (at least 3 years) track record of successful marketing strategy creation and delivery.
3. Demonstrable experience of website design: advising and leading the design element of professional website creation projects – examples to be brought to interview.
4. Demonstrable design skills for social media campaigns and all associated imagery and language/copy.
5. Good book industry contacts, and at least 3 years' experience of working in design and marketing roles within the book industry.
6. Broad understanding of key aspects of the process of book commerce and distribution – both physical and digital products.
7. Must be proficient in Word, Excel, PowerPoint.
8. Expert knowledge of the Adobe Creative Cloud suite of products or equivalent, and Mailchimp.
9. Must be proficient in using social media on a daily, professional basis.
10. Excellent communication, interpersonal, and presentation skills - as comfortable talking to senior managers and directors, as with technical people and able to clearly present and articulate design and marketing concepts
11. A reliable, trustworthy team player, who is comfortable working in a small, not-for-profit organisation – self-starter, able to work unsupervised and to set and maintain own timetables, priorities, and objectives.
12. Effective time management skills; must be able to prove ability to work under pressure and to frequently very tight deadlines.
13. Excellent attention to detail.

Qualifications:

Essential: 2 A' Levels or equivalent

Desirable: Degree or equivalent

How to apply:

Please submit a full CV with a covering letter explaining how you fit the above requirements of the role and why you think you would be suitable to info@bic.org.uk Closing date for applications is 8th July 2022.

Additional information:

This position is offered on a part-time, 8-month contract, consultancy basis, and the successful candidate would be expected to start in mid-August 2022 ideally.

BIC is a small, not-for-profit organisation, operating entirely remotely.



The UK book industry's supply chain organisation