

tlc

Exceptional Estate Agents : Caring Community Curators

Job title: Community Events and Marketing Manager

Reporting to: Company Directors and in particular Toby Brown, Director and Owner

Salary: £30-35,000 depending on experience

Working hours: Monday 8:30am – 6pm, Tuesday-Friday 9am – 6pm (some evenings & weekends)

Location: London Kensington and Chelsea Venue Office

Closing Date: 31 January

Purpose of the position

Our Award Winning agency truly loves and believes in our neighbourhood – it matters. We invest time, money and resources in our community events programme to help our little corner of London thrive, but also to give us the opportunity to meet and mingle with our neighbours, it's our main marketing tool. The purpose of this new role is to manage the marketing of all our community events, and support our Director, Toby, with the administration of running of a full calendar of creative activity. The team needs someone with infectious enthusiasm, energy and a creative spark to take the lead and pull everyone together to make amazing things happen. Ultimately a successful year of events will lead to income opportunities across sales, lettings and management, exceeding the expectations of clients and their neighbours, whilst offering social opportunities, fun and joy across our team and community.

The role is very dynamic, incorporating a wide variety of tasks with strong people-focused elements. You'll be expected to work some evenings and weekends during events.

Ideal Responsibilities & Duties

Marketing/PR

Responsibility 1 - Developing marketing and brand awareness strategies across multiple channels and mediums to maximise and grow engagement. Working with the marketing team to publicise the events calendar by writing event update copy for our website's event pages, monthly newsletters, and coordinate flyers design and distribution.

Responsibility 2 - Manage the creation and scheduling of daily event social media content across multiple channels: Youtube, Facebook, Instagram

Responsibility 3 - Seek new partnerships for PR and press opportunities by engaging with bloggers, journalists, reviewers and magazines around event content and themes generate reviews and publications

Responsibility 4 - Ensure all activities are photographed or videoed, and files saved appropriately with usage rights GDPR signed model release forms details

Responsibility 5 - Keeping on top of all the marketing and data administrative tasks such as monitoring the events email inbox and ticketing enquiries, weekly reporting on social media engagement and competitions, database updates, and post event mail outs.§

Events

Responsibility 6 - Support with the building of relationships, in particular to work with local schools, youth performance groups, partners and new venues and suppliers, to create and run the young people's programme. This may include managing an annual call out for event ideas, asking local creatives to get involved

Responsibility 7 - Getting the whole TLC team excited and involved by communicating event details and requirements in a timely manner, managing event staff and volunteers across multiple sites and keeping everyone inspired and motivated

Responsibility 8 – In charge of full event planning and management - from site visits and layout, sourcing and hiring contractors, equipment and refreshments, load in /out scheduling, creating event plans, staffing rotas, risk assessments, evacuation procedures, safeguarding, noise management, waste management – as well as being present during events to manage organisation and make sure everything runs smoothly, ensuring health, safety, licensing and insurance regulations are followed

Responsibility 9 - Its vital to keep track of all the great engagement we do and the feedback we get so we can continue to improve and refine our community activities. You'll devise and implement fun and creative ways of gathering feedback, tracking stats and report monthly activity statistics

Responsibility 10 – You'll need to be good with numbers and work with finance to keep on top of administrative tasks such as updating budgets and paying invoices.

Work experience and Skills

- 3-5 years experience within events or a related field
- First rate understanding and experience of social media, PR strategies and execution
- Excellent oral and written communication skills, and interpersonal skills
- Strong Project management and administration experience
- Microsoft Office competence
- Demonstrable ability to handle multiple projects and effective time management
- Photoshop/Illustrator familiarity a bonus but not essential
- Relevant experience in events and marketing budget handling
- Experience in the arts - particularly visual or dance
- Knowledge of and networked in the West London area

Personal qualities and behavioural traits

Planning and organisation guru – the whole team will rely on you to know what's going on when

Pro-active and demonstrating initiative – we love to get it done, and make things happen so we need someone with a hands-on approach and a can-do attitude

Ability to work well under pressure and can problem solve – pulling it out of the bag when it matters requires a cool head, a can do attitude and often a big smile

Someone who loves the detail – the little things matter. You'll take time and care whether it's writing a beautiful piece of copy, creating a gorgeous TLC napkin for the canapés or making the budget figures stack up correctly.

Super social media & technology savvy – knowing your snapchat from your TikTok and your MP3 from your HDMI is going to be crucial. Having a natural aptitude for using different platforms and the knowledge of how to broadcast inspirational content is something that will be a real benefit.

Excellent decision maker and creative problem solver – we already do a lot of great stuff but there is always room for new ideas and improvement and the right person will look to make the role their own and drive our events marketing and programme forward with creative flare.

Team-player – this is essential as we judge ourselves as a unit and our teamwork and team spirit is key to our success

Hard-working and fun - you'll have bags of energy, be driven and committed to doing a great job, whilst at the same time dedicated to helping create a positive, and lively atmosphere in the office, and in our community. We want to create a productive and fun work environment and like to reward and celebrate with staff for jobs well done.

How to Apply

To apply for this new and exciting role please visit the careers page on our website and complete the 4 step application questionnaire so we can learn as much as possible about you and your fit with the team. [careers page](#)

About the company

Established in 1968, tlc Estate Agents has a long and proud heritage of being Earls Court, Kensington and Chelsea's leading property specialists with a fun and energetic team.

Having won GOLD in the British Property Awards in 2017 - 2021, Exceptional in the Best Estate Agent Guide and importantly, Best in London for Marketing at the 2020 International Property Awards; we are different from other agencies you will have encountered.

Of course we provide all the property services you would expect from a leading independent agent, including sales, lettings, property management and block management.

Where we stand out from other agencies is in three key areas:

We are QUALIFIED

Unlike many other agents, we take qualifications seriously. All our staff are qualified in their specialisms or working towards it. If you are going to entrust your valuable property to someone to sell, let or manage, you need to have confidence and peace of mind that they are a qualified professional in that sector. With tlc you can.

We are AWARD-WINNING

So we've talked the talk, but can we walk the walk? To put it short, yes! tlc was crowned the Best Agent 5 years running now, as well as the Best in London <Marketing award 2020! We are also a part of Prime Resi's Top 50 Prime Property Agencies and exceptional in the Best Estate Agent Guide.

We are COMMUNITY-focused

tlc is your local agent. We love the area, we live here, we work here and we are sincerely proud of the thriving community we are privileged to work in.

Developing a sense of community spirit is not easy but we work hard with our fellow residents and businesses to support and run vibrant community initiatives that make this little idyll in London a truly special place to live.