



We are It's in Nottingham –

Our passion for NOTTINGHAM and commitment to support and promote our members will drive ECONOMIC GROWTH – creating a THRIVING city centre which is a destination of choice for visitors. We BUILD TRUST and INSPIRE PRIDE in our city centre, its businesses and its people, to create a more welcoming, SAFER, HEALTHIER and GREENER place to live, study, work and play.

Job title:	Campaign and Brand Executive
Reporting to:	Marketing and Communications Manager
Salary and benefits:	£30,000 per annum based on experience. Westfield healthcare paid voluntary charity days, extra holidays relevant to length of service, your birthday off. Employee health and wellness activities. Cycle to work scheme. Flexible working hours, phone, and laptop
Working hours:	40 hours per week. This role is based in Nottingham city centre on a full-time basis, with flexibility on working hours over 7 days to meet the needs of the city
Direct reporting:	None

About us:

It's in Nottingham – we are an independent, not-for-profit organisation, run on behalf of our city centre business members. Working with our members, and often with our partners Nottingham City Council and Visit Nottinghamshire, we've the exciting job of promoting Nottingham city centre as a destination for locals and visitors of all ages to enjoy.

Our mission: to create a thriving, safe, clean and vibrant city centre where people can have an amazing time shopping, eating and drinking, visiting attractions, working and studying – a city centre which they feel inspired to visit, study, live and play.

About you:

We're looking for a passionate and experienced marketing specialist with a track record of planning and delivering engaging and cost-effective branded marketing campaigns. You'll have the ability to oversee the effective application of our brand, work with our project teams to identify marketing tactics which will deliver business objectives, inspire audiences, and maximise brand impact using printed materials, videography, photography, digital and print publications, outdoor media and more.

Proactive, organised, able to work unsupervised and on your own initiative, and great around people, you'll have the passion and motivation to work to a consistently high standard in a fast-paced and creatively agile environment. If you're passionate about doing your absolute best to promote everything that is great about what we do, we're looking for you.

We're a small, tight-knit team where everyone has a role to play in our success, so strong team working, collaboration and interpersonal skills are a must – as is the ability to roll up your sleeves to get things done, whilst acting with professionalism and integrity at all times.

Building our brand and delivering effective campaigns to market our great city will be your passion – from big events and activities, working with our trusted partners and businesses of all shapes and sizes across the city centre, to the equally important promotion of Nottingham as a safe, green, clean and healthy place to live, study, work and play.

Key responsibilities:

Maintaining and building positive relationships with team members, partners, businesses and suppliers, considering audience(s), tone of voice, narrative, accuracy and clarity, content type, platform, collaborations, seasonal themes and industry trends, you will be responsible for -

Delivering engaging and effective marketing campaigns -

Working directly with the wider It's in Nottingham team to scope and plan marketing campaigns and activity to meet business objectives

Writing campaign narratives, key messages, devising effective call(s) to action, and contributing to press releases and website articles

Scoping, briefing and negotiating costs for the creation of campaign content, artwork, assets and collateral with external agents (photographers, videographers, graphic designers, illustrators, animators etc.) to meet the needs of the project / campaign and It's in Nottingham brand

Delivering and evaluating campaign tactics (marketing mix) to achieve campaign impacts against project and/or business objectives

Working with the Digital Marketing Executive to ensure campaign content and messaging is delivered effectively through social media, websites, app and other digital platforms

Evaluating all campaign marketing performance and recording all performance metrics on a central database against agreed KPIs and business objectives

Ensuring the It's in Nottingham brand is effectively represented -

Supporting the Sponsorship, Events and Projects Manager in the delivery of effective commercial sponsorships, including advising partners on brand, marketing opportunities, media and communications, monitoring and reviewing planned marketing activities and deliverables as set out in our sponsorship agreements

Creating and commissioning branded artwork for the wider It's in Nottingham team, including printed materials and signage, branded presentations and internal materials

Other duties -

Maintaining a live database of marketing suppliers, contacts, partners and opportunities

Deputising for the Marketing & Communications Manager as required to deliver media releases and reactive PR

It's in Nottingham – we are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

Applications are to be submitted in the form of a covering letter and a resume that demonstrates your suitability and experience against the key responsibilities.

For an informal discussion about the role, or to apply, please email Andrew Baker Napier, Marketing and Communications Manager – andrew@itsinnottingham.com

The closing date for applications is midnight on 20 January 2026