

Social Media Management for Visit Portobello

12 month contract

Portobello Road is home to one of the most famous, historical street markets in the world, and from that a rich community of diversity and culture, which offers a truly unique and special visit every time. Visitors come to purchase unique items, explore, people watch, find a bargain, and grab a bite to eat with friends and family.

We're currently seeking a social media manager (or agency) for an initial 12 month contract to promote [Portobello Market](#) as a vibrant, welcoming destination through engaging social media content that increases footfall, supports local businesses, and builds a strong brand relationship with the community.

We already have a clear social media strategy in place, including content themes, target audiences, tone of voice, and platform priorities. We're now looking for a skilled Social Media Manager (or agency) to bring this strategy to life through consistent quality content creation, scheduling, community engagement and performance tracking.

Objectives

- To promote tourism and increase footfall to Portobello Market
- To maintain the reputation of Portobello Market internationally as a key London shopping destination and promote local businesses/ street traders and events
- Bear in mind that part of Portobello is a Council operated market and should not reference any political, contentious, or otherwise sensitive messaging in posts by maintaining politically neutral platform.
- To bring the social media platform up to date with current social trends and London competitor channels.
- Increase and improve visitors to regular Portobello events such as Sunday markets and Christmas markets
- Drive positive discussion and engagement on @PortobelloMarketOfficial Instagram (23.8k) and build on the new TikTok channel.
- Increase visits to and engagement with www.visitportobello.com website, currently 41,000 visits a month.
- Drive trader engagement with Portobello Market online trader directory and encourage visitor use
- Manage requests for trader spotlight stories.
- Manage social inboxes and queries within a 24-hour response time.
- Put forward proposals for influencer and paid for opportunities.

Deliverables

Account support	<ul style="list-style-type: none"> • 21 hours/week dedicated support • Daily management uploading, scheduling and copywriting. • Proactive and reactive engagement.
Content Creation	<p>Content research, ideation, and production.</p> <ul style="list-style-type: none"> • Diverse formats: design, video, photography. • 3-5 tailored posts weekly across Instagram and Facebook. <ul style="list-style-type: none"> ○ 20-30 Images ○ 4 Instagram Reels/ Social Media Videos • Where possible/practical, content to be categorized under the following four key themes to ensure consistency: <ul style="list-style-type: none"> ○ Eat ○ Shop ○ Explore ○ Events • Content to cover all sections of the market in a consistently fair spread. Sections of the market include: <ul style="list-style-type: none"> ○ Portobello Green Vintage Market (The Canopy) ○ 281 Portobello Green Arcade ○ Podobello (Thorpe Close) ○ Golborne Road Market ○ Portobello Road Market ○ Antiques & Collectibles ○ Fashion & Jewellery ○ Market Food ○ Fruit & Veg • Content should cover events on and around Portobello and Golborne markets, as such on-site attendance will be required. Events include (but are not restricted to): <ul style="list-style-type: none"> ○ New Youthquake (minimum 2 events per year) ○ Summer Sundays (generally 8 Sundays that fall between June-August) ○ Winter Sunday markets (December) ○ Notting Hill Carnival ○ Seasonal ad hoc events on Tavistock Square, Acklam Square and Portobello Market Canopy (Westway Trust and RBKC will provide details in advance at fortnightly content planning meetings).

TikTok Development	<ul style="list-style-type: none"> • Optimise content to grow TikTok account for Portobello Market, sharing engaging short form videos such as: <ul style="list-style-type: none"> ○ Trader stories ○ 'Hidden Gems of Portobello' series ○ Market walkthroughs ○ Trending challenges to connect with Gen Z and Millennials ○ Post 1-2 TikTok's weekly and monitor trends for maximum impact.
Influencer partnerships	<ul style="list-style-type: none"> • Identify and collaborate with local influencers and niche creators in food, vintage fashion and cultural tourism. This will include: <ul style="list-style-type: none"> ○ Securing influencer partnerships with a detailed influencer outreach programme ○ Coordinating on-site influencer visits to experience the market and create authentic content. ○ Monitoring and reporting on influencer performance metrics (reach, engagement and conversions). ○ Engaging traders to become content creators.
Paid Ad Strategy	<ul style="list-style-type: none"> • Develop and manage Instagram and TikTok ads targeted at locals, London shoppers and international tourists. Ads will highlight seasonal events, traders and promotions.
Community Engagement	<ul style="list-style-type: none"> • Proactive engagement and community building, both on social channels and on-site with traders. • Continue building conversations with the audience by engaging through comments, polls, and user-generated content.
Analytics and Reporting	<ul style="list-style-type: none"> • Attend fortnightly meetings and provide light touch reporting on progress, including: <ul style="list-style-type: none"> ○ Key metrics and shifts in metrics for all active social media platforms (followers, rates of engagement, referrals to website, collaborations etc) ○ Monitor and report on feedback and reviews ○ Report where @PortobelloMarketOfficial has been tagged by visiting influencers that have not been contracted. ○ Recommendations for strategy shifts, content idea, collaboration opportunities, ad spend and campaign suggestions.

	<ul style="list-style-type: none"> • Submit more detailed Quarterly Reports including the above, plus campaign impact, TikTok performance, influencer results and ad metrics. • Attend two meetings of the Portobello Golborne Market Committee (PGMC) and/or Westway Trust board of trustees in a 12-month period, to verbally present above reports, and answer questions from members.
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Key Performance Indicators

Growth	A monthly increase of the followers on Instagram by an average of 1%.
Reach	An average monthly reach on Instagram of 3,500 accounts, of which over 50% should be new followers or non-followers.
Mentions	A noticeable increase in tagged posts from visitors, directories, tourism pages, stallholders, retailers, influencers etc. Increased engagement in posts and story responses.
Local events	Attendance for events promoted on @PortobelloMarketOfficial social media to be monitored for footfall, ticket sales, and surveys to discover where people heard about the event.

Submission Process

Stage 1

We are inviting interested applicants to submit a Proposal in the first instance. This should consist of a concise PDF portfolio showcasing examples of your previous work, along with details of your experience in social media management and your thoughts on our current content.

Please contact kara.reaney@westway.org to see a copy of the social media strategy we already have in place to help inform your proposal.

Please submit your proposal to Kara Reaney on kara.reaney@westway.org by **5pm on Thursday 29 May 2025**.

Stage 2

We will review the proposals and select shortlisted applicants. These selected candidates will be invited to present their proposals at pitch meetings held at Westway Trust during the week of w/b 2 June 2025.

Stage 3

Following the pitch meetings, we will select the final successful applicant and begin the contracting process, with the aim of holding the first project meeting w/b 9 June 2025.

Timeline

Deadline for Proposals	Thursday 29 May 2025
Applicant Shortlisting	Friday 30 May 2025
Pitch Meetings	w/b Monday 2 June 2025
Contract Signed	w/b Monday 2 June 2025
Project Commences	w/b Monday 9 June 2025

Budget

Our budget for this contract is £27,000 (£2250/month) for 12 months.

Contact Information

If you have any questions and would like to discuss this brief further, please contact:

Name: Kara Reaney, Communications Manager

Email: kara.reaney@westway.org