



Social Media Management for Visit Portobello

12 month contract

Context

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 Road](#) and Golborne Road Markets as vibrant, welcoming destinations, using our social channels to increase footfall to the market, support local businesses and build a strong brand relationship with the community.

We are currently refreshing our branding and website and are looking for a social media manager who can work closely with us to develop a cohesive strategy. The role will involve creative community engagement and high-quality content creation to significantly grow our social media presence and drive traffic to our website, all while reflecting the diverse, authentic character of Portobello Road.

Objectives

- Increase footfall to Portobello Road and Golborne Road Markets and promote local businesses/street traders and events.
- To maintain the reputation of Portobello Road Market internationally as a key London travel and shopping destination.
- Increase public and trader visits to and engagement with the [Portobello Road](#) Market website.
- Create high-quality content and positive engagement on all social media channels



(Instagram, Facebook and TikTok) to drive significant growth.

- Keep 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.
- Put forward proposals on influencer and paid for opportunities.
- 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.

Deliverables

Account Management and Strategy	• Daily uploading, scheduling and copywriting across Instagram, Facebook, and TikTok. • 2 -3 tailored Instagram and Facebook posts per week. • 2-3 tailored TikToks per week (content specifically developed for Tik Tok). • Community engagement, including comment and DM monitoring. • Attendance at two committee or board meetings annually. • Strategic support across content planning, reporting, and audience growth. • Promotion of newsletter and pushing followers to the website.
Content Capture	• In person Market visits to capture content across all key market sections. Exact hours to be agreed. • Additional short visits as needed for campaign moments, events or seasonal activations. Exact hours to be agreed. • Trader engagement and content briefing integrated



	into visits to support story-first content. • Content to follow the agreed four-pillar strategy: Eat, Shop, Explore, Events • Flexibility to allocate budget toward additional design or filming support where needed.
Creative Planning & Approvals	• Create monthly <i>Content Planner</i> to be reviewed in fortnightly team meetings. • <i>Content Planner</i> to be completed at least two weeks in advance for approval. • Quarterly creative planning sessions with the full Westway Trust and RBKC team. • Recycling of high-performing existing content to maintain visibility and brand consistency. • Content to cover all sections of the market in a consistently fair spread. Sections of the market include: • 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, including (but not restricted to): • 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).
Community Engagement	• Proactive engagement and community building. • Continue building conversations with the audience by engaging through comments, polls and user-generated content.
Reporting & Insights	• Light-touch fortnightly insight updates. • Full quarterly reports covering platform performance, ad analytics, influencer metrics, and campaign impact.

Key Performance Indicators

Growth	Our goal is to grow Instagram to 60k followers within 12 months and to grow TikTok followers to 3k. We understand this may mean investment in ad spend and are open to discuss monthly KPIs in more detail with the successful applicant.
Reach	An average monthly reach on Instagram of 4,000 accounts, of which over 50% should be new followers or non-followers.
Mentions/Shares	A noticeable increase in tagged posts and sharing of content from visitors, directories, tourism pages, stallholders, retailers, influencers etc.
Website Visits	Drive website visits from social media channels (tracked via UTM links in Google Analytics). We will discuss monthly



	KPIs in more detail with the successful applicant.
Local Events	Attendance for events promoted on all social media channels 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 of no more than 8 pages showcasing examples of your previous work, along with details of your experience in social media management and your thoughts on our current content.

Please submit your proposal to Kara Reaney on kara.reaney@westway.org by **5pm on Tuesday 21 July 2026**.

Stage 2

We will review the proposals and select a shortlist of applicants, who will be invited to create a week's worth of example content for our channels. This work will be compensated with a fee of £550.

Stage 3

We will select the final successful applicant and begin the contracting process, with the aim of holding the first project meeting towards the end of July.

Timeline

Deadline for Proposals	5pm on Tuesday 21 July 2026
Applicant Shortlisting	13 July
Content Creation Exercise	Early August
Contract Signed	Mid August



Project Commences	Early Sept
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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, Senior Manager Marketing and Communications

Email: kara.reaney@westway.org