



Senior Marketing Manager

Closing Date: Monday 4 November 2024, Midday

Expected Interview Date: Tuesday 19 November 2024

Recruitment Reference:
HES/24/208

Starting Salary:
£47,978 pro rata per annum (£48,448 from 1 January 2025)

Salary Range:
£47,978 - £54,519 pro rata per annum (£48,448 - £55,053 from 1 January 2025)

Pay Band:
E

Directorate:
Marketing and Engagement

Location:
Longmore House, Edinburgh with the opportunity for hybrid working

Line Manager:
Gillian MacDonald, Head of Sales and Marketing

Contract Type:
Fixed Term, 13 January 2025 until 19 December 2025

Working Hours:
Full-time (35 hours per week)

Thank you for your interest in the post of Senior Marketing Manager with Historic Environment Scotland, based at Longmore House. This is a fixed term, pensionable maternity cover appointment.

As Senior Marketing Manager you will lead a team of 3 managers and report to the Head of Sales & Marketing. You will work alongside the Group Sales & Admissions, Membership and CRM teams. The Marketing team is part of the Marketing and Engagement Directorate and is accountable for developing the strategy for our external communications, brand, marketing, visitor engagement and commercial activity with a wide remit covering our properties, collections and wider organisational activities.

About us

We are the lead body for Scotland's historic environment; a charity dedicated to the advancement of heritage, culture, education, and environmental protection. We're at the forefront of researching and understanding the historic environment and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

Our Vision

Our vision is that Scotland's historic environment is cherished, understood, shared and enjoyed with pride by everyone.

Our Priorities

- The historic environment makes a real difference to people's lives

- The historic environment is looked after, protected and managed for the generations to come.
- The historic environment makes a broader contribution to the economy of Scotland and its people
- The historic environment inspires a creative and vibrant Scotland

The historic environment is cared for and championed by a high performing organisation

Overview of the post and information about the team

The Marketing team is responsible for managing all marketing activity across the organisation with a major focus on our visitor business and associated products and services and other commercial areas of business

The role of Senior Marketing Manager has been created to support the Head of Sales & Marketing and comes at a pivotal time as we are launching a new organisational brand. You will have management responsibility for three managers covering Visitor Marketing, Membership Marketing & Corporate Marketing. In addition, there are three Executives and a Coordinator in the team.

You will have strong networking and influencing skills with an ability to work and empathise with the concerns and challenges of colleagues at all levels within your team and wider directorate..

A positive problem-solver, making the most of the resources available. This will be enhanced with strong planning skills and an ability to adapt quickly to changing circumstances.

Key responsibilities, duties and objectives

- Work with the Head of Sales & Marketing on the implementation of the HES marketing strategy across the various sub marketing teams. Plan, develop and oversee implementation of integrated campaigns in line with the marketing strategy. Track and measure all campaigns to maximise to inform future planning and maximise return on investment.
- Brand – Work with the Head of Sales & Marketing on implementation of the brand launch, advising and responding to requirements across the organisation. Act as brand champion to ensure consistent application.
- Customer Relationship Management (CRM) – Support the development of the CRM project to introduce a new organisational CRM by feeding in marketing requirements.
- Acquisition & Retention - Develop a data acquisition plan to increase contacts on our CRM database targeting the domestic audience while ensuring compliance with all data protection regulations relating to data

Historic Environment Scotland – Longmore House, Salisbury Place, Edinburgh, EH9 1SH

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collection and use. Test effectiveness of different content to inform future developments. Deliver eMarketing communications to encourage the loyalty journey from awareness and interest to conversion to membership, monitoring most effective methods and most receptive customer groups.

- Supplier Management – Ensure SLAs from contracted agencies are met and address any service delivery issues.
- Business planning & budgeting - Annual business including planning expenditure. Effectively manage the expenditure budget delivering value for money and focussing on return on investment.
- Networking & Partnership Working - Represent HES at industry events and workshops to maintain a wide network of contacts, to share best practice, and generate business development ideas.
- Team Management - Provide leadership and management of staff to ensure they perform to their highest ability. Mentor, motivate and support direct reports to build skills and capabilities.

Post Competencies

Core Competencies:

- Delivering Excellent Service – Demonstrating a commitment to quality services
- Teamwork - Contributing to and supporting working together
- Planning and Organising - Putting plans and resources in place to achieve results
- Communication - Communicating appropriately and clearly
- Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria)

Management Competencies:

- Achieving results - Focusing on the delivery of objectives
- Leading your team - Leading and developing people

Knowledge, skills and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

Essential requirements:

- Experience of working in a senior Marketing role.

- Experience of leading a team to deliver successful marketing campaigns and promotional activities.
- Understanding of brand strategy, development and implementation
- Experience or working in a creative and analytical way to deliver objectives.
- Budget management skills, able to plan annual budgets and allocate funds appropriately.
- Understanding of full range of marketing communications and experience of working with both online and offline media.
- Experience of managing contracted agencies to deliver targeted campaigns – including creative, media and design contracts.
- Good network of contact across tourism/heritage sectors
- Previous people management experience

Desirable requirements:

- Experience using Click email marketing or similar
- Car user

Qualifications & Professional Memberships (desirable):

- [SCQF Level 10](#) in Marketing or equivalent professional experience



What we offer

We welcome applications from all nationalities, assuming that they have the right to work in the UK: applying for a job with us could open the door to a unique work environment. It will give you job satisfaction and excellent development opportunities, plus a competitive salary, 25 days paid holidays (rising to 30 days after 3 years' service) and 11.5 public holidays a year – pro rata for part time staff.

In addition, we offer a great benefits package to our employees which includes:

- flexible working hours (where appropriate)
- special leave
- maternity/paternity leave
- adoption leave
- reimbursement for relevant professional subscriptions
- support for further education and personal development
- study leave for work related courses
- access to a learning resource centre

Health and welfare

We offer you access to:

- our Employee Assistance Programme – for confidential advice and counselling
- an occupational sick pay scheme
- discounts at some local authority leisure facilities
- access to a free Headspace membership
- interest free loans for bicycles and annual travel passes (see 'season ticket' below)
- reasonable adjustments when needed, as part of our Equalities policy

Staff discounts

You will receive:

- free entry to all of our properties (with up to three guests)
- free entry to English Heritage, Manx and Cadw properties
- 20% off purchases in our retail outlets

Season tickets

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.



How to apply for this post

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/>

We are looking for you to complete a statement of competence looking at the essential and desirable requirements of this role.

Guidance on completing the application can be found in the 'Guidance notes for applicants' document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form, please email recruit@hes.scot, quoting the job title and recruitment reference, and we will arrange for an application form to be sent to you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact Gillian MacDonald, Head of Sales and Marketing, via email at gillian.macdonald@hes.scot

We welcome all applicants from under-represented groups within HES. We know from our [equality monitoring](#) that we need to increase our diversity in terms of ethnicity and disability. We also want to address occupational areas where the ratio is disproportionately in favour of women or men. We ask all applicants to complete the Equality Monitoring section of the recruitment paperwork to help us pursue a diverse and inclusive workforce. In support of our Gaelic language plan we welcome applications from Gaelic speakers.

Human Resources
Historic Environment Scotland