



Marketing Manager (x 2 posts)

Closing Date: Wednesday 15 February 2023, midday

Expected Interview Date: Monday 6 March 2023

Recruitment Reference:

HES/23/016

Starting Salary:

£36,018 per annum

Salary Range:

£36,018 - £41,866 per annum

Pay Band:

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Directorate:

Marketing and Engagement

Location:

Edinburgh, Longmore House

Line Manager:

Olivia Devine, Senior Marketing Manager

Contract Type:

Permanent

Working Hours:

Full time (37 hours)

Thank you for your interest in the post of Marketing Manager with Historic Environment Scotland, based at Longmore House, Edinburgh. This is a permanent and pensionable appointment.

The two Marketing Manager posts that we are recruiting for are:

- Membership Marketing Manager – this includes one direct report
- Visitor Marketing Manager – this includes two direct reports

Please indicate which post you would like to be considered for in your application or indicate if both.

These are new posts created as a result of an organisational restructure. The role of Marketing Manager is to work with the Senior Marketing Manager to deliver targeted marketing activity to support areas of membership and visitor admission.

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 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 of covering our properties, collections, and wider organisational activities.

The Marketing team reports to the Head of Marketing and consists of the Senior Marketing Manager, three Marketing Managers, those being visitor, membership and corporate project focused, four Marketing Executives and a Marketing Coordinator.

Both posts are primarily office-based however a hybrid model of working is available. There is an expectation of at least once a week attendance in the office and on other occasions when business requires. The role may include travel to some of our sites across Scotland as well as attending industry networking events. It may also include occasional weekend working to support marketing campaigns including attending and promoting large scale events.

Key responsibilities, duties and objectives

General

- Support the Senior Marketing Manager and Head of Marketing, in delivering the marketing strategy for Historic Environment Scotland (HES).
- Manage the marketing expenditure budget and report and profile spend appropriately
- Management of the Marketing Executive(s) post.
- Manage contracted agencies to deliver and track ROI. Monitor and track results and adapt as necessary. This may include media, creative as well as design contracts.
- Work with partners such as EventScotland, VisitScotland and other tourism operators and heritage organisations to the benefit of HES and the wider promotion of the historic environment
- Support Senior Marketing Manager and look at new creative multi-channel campaigns to acquire, retain and engage our customers and grow our CRM database.



Membership Marketing Manager

- Develop and implement marketing activity designed to increase and retain the number of Historic Scotland members.
- Management of the Historic Scotland magazine, this includes procurement and management of external contract as well as content development and organising editorial board with internal stakeholders.
- Management of membership print, this will include membership handbook and leaflet as well as other collateral required.
- Manage and create content including emails specifically for members.
- Develop content and manage online engagement of digital membership product.
- Work with the events team on the promotion of members only events.
- Work directly with the membership team and manage campaigns that support membership targets
- Work with digital team on the management and content development of a digital membership

Visitor Marketing Manager

- Develop and implement marketing activity designed to regenerate our visitor offer including admission products and events to support our future sustainability.
- Work across the full range of marketing media to promote the portfolio of visitor attractions
- Management of visitor print to promote products driving visitors to sites.
- Manage visitor focused digital content across our social media channels, specifically working on the Edinburgh Castle, Stirling Castle & Historic Scotland channels
- Work with the Operations team and other external groups to support a regional approach to marketing. This includes working with Destination Management organisations.
- Work with the Admissions team and manage campaigns that support key products including the Historic Scotland Explorer Pass.
- Work with the events team to market all events/ products that drive visitor numbers to site.

Post Competencies

You will be assessed against these competencies during our selection process.

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 a Team/Project/Task – Focusing on leading a Team/Project/Task or 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:

- Understanding of full range of marketing communications and experience of working with both online and offline media
- Expertise in developing and implementing marketing campaigns and production of marketing materials
- Proven marketing experience
- Previous people management experience
- Demonstrated ability to multitask and prioritise multiple projects and requests simultaneously
- Experience of managing contracted agencies to deliver targeted campaigns
- In depth knowledge and experience of using social media and content development

Desirable requirements:

- Experience of budgeting and business planning
- Working in a creative environment and proven experience of working on data acquisition campaigns
- Full driving licence and car user



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, equivalent of 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
- 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/>.

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 Olivia Devine, Senior Marketing Manager via email at olivia.devine@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