



## **Job Description – Marketing Officer**

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### **1. Identification**

<b>Post Title:</b>	Marketing Officer- Scottish Fisheries Museum Trust Ltd
<b>Terms:</b>	Full-time (37.5 hours per week/5 days), permanent
<b>Salary:</b>	£21,000 per annum (reviewed annually on 1 <sup>st</sup> April)
<b>Located at:</b>	Scottish Fisheries Museum, St Ayles, Harbourhead, Anstruther, KY10 3AB

### **2. Background**

The Scottish Fisheries Museum was founded in the old fishing port of Anstruther, at a property known as St Ayles, as a trust and charity in 1969, to collect, record and interpret the history of the fishing industry in Scotland. The Museum has expanded to occupy several adjacent properties and holds collections of over 65,000 artefacts, including full size fishing vessels. We are now seeking to develop our overall reach and visibility to a wider audience by expanding the narrative about the future of the fishing industry and potential challenges ahead.

The Scottish Fisheries Museum has received Accreditation as a National Museum and the entire collections were Recognised as being of National Significance in 2007.

### **3. Responsibilities Scope and Purpose**

The Marketing Officer is responsible for upholding the standards of Marketing activities to required standards reflecting a Nationally- styled Museum and in accordance with the Museum's key objective of being a leading Visitor Attraction.

As a key member of the Management Team, the Marketing Officer is responsible for managing and developing the brand and image of the Scottish Fisheries Museum acting as an internal and external ambassador.

The effectiveness of the role will be determined by contribution to the unique selling points of the Museum, its reputation as a visitor attraction and a progressive increase in visitor numbers.

The Marketing Officer will report to the Director of Operations on all Marketing matters.

The Marketing Officer's lines of communication will be with the Director of Operations, the Director of Development, and the Museum Curatorial Team.

### **4. Hours of Work**

The Marketing Officer is expected to work from Museum premises, during normal operating hours but is also able to use discretion and work from home if business circumstances dictate so.

Occasional evening and weekend working will be required. In addition, the Marketing Officer will act as a Duty Manager to supervise the running of the Museum on a rota basis. Time off in lieu will be given on all occasions

## **5. Main Activities & Responsibilities**

### **Marketing Activities**

The Marketing Officer will be responsible for all aspects of the Marketing Mix and will include but not exclusively the following.

- Research, prepare and deliver the Museum's Marketing and Communications Annual Plan featuring notable local and national events and appropriate international strands.
- Engage internal and external stakeholders effectively.
- Work with all departments in the Museum to develop and support activities including the Museum Experience, Tearoom, Shop, Boat displays, Membership, Learning and Community engagement.
- Manage the annual Marketing budget to maximise engagement with key target audiences and achieve value for money spend against budgets.
- Prepare and implement a creative, proactive, and innovative Marketing strategy targeting online, broadcasting, and print mediums.
- In conjunction with the Curator continue to develop the Museum's website in relation to quality and content.
- Manage the Museum's social media platforms to increase engagement and measure effectiveness of marketing campaigns.
- Produce high quality design collateral including leaflets, promotional items, signage, and membership communications.
- Lead on all campaign, visitor analysis and research.

### **Communications**

- Manage relationships with all Marketing suppliers including design, branding, Research and PR
- Develop and implement an internal communications strategy for staff and volunteers.
- Develop relationships with relevant local, regional, and national business & tourism groups proactively contributing to relevant marketing activities.
- Attend and represent the Museum at suitable tourism, environmental and educational events.
- Prepare and present Marketing reports to Board of Trustees if requested.
- Work closely with the Director of Development to provide tools and marketing collateral for fund raising events and communications.
- Collaborate with Curatorial Team to develop Marketing ideas for museum events, exhibitions, and visitor interaction

## **Budgeting and Finance:**

- An annual Marketing budget is approved by the Board in advance of the new financial year (1 April). It is the responsibility of the Marketing Officer to use this allocation to create an annual expenditure programme detailing how the finances will be used, to manage the monthly income and expenditure.
- The Marketing Officer will also work closely with the Director of Development to identify any potential funding streams for Marketing activities.

## **Skills and Experience**

- Educated to degree level or with relevant experience.
- Minimum of 2 years in a Marketing role
- Excellent communication skills
- Proven copywriting experience
- Keen eye for design and detail
- Demonstrable experience of working with press contacts.
- Experience of digital/social media and online platforms
- Experience in museum sector, tourism, or charity marketing environments preferable but not essential
- Organised individual who is self-motivated, proactive, and innovative
- Good team player

This job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties and it is recognised that jobs change and evolve over time. Consequently, this is not a contractual document, and the post holder will be required to carry out other duties to the equivalent level that is necessary to fulfil the purpose of the post.

## **5. Application Procedure**

By CV and covering letter to:

Ian Goodyear Director of Operations, Scottish Fisheries Museum (ian@scotfishmuseum.org) by **5pm** on 5<sup>th</sup> June 2021.

Selected applicants will be invited for interview during the week commencing 13<sup>th</sup> June 2021, date, and time to be confirmed in advance by email or in writing.

*The Scottish Fisheries Museum is committed to equality of opportunity.*

*The Scottish Fisheries Museum is a charity registered in Scotland (SCO06185)*