



Marketing Executive – Fixed Term

Closing Date: 10th August 2022

Expected Interview Date: Monday 22nd August

Recruitment Reference:

HES/22/102b

Starting Salary:

£26,341 per annum

Pay Band:

C

Directorate:

Marketing & Engagement

Location:

Longmore House

Line Manager:

Olivia Devine

Contract Type:

2 Year Fixed Term

Working Hours:

Full time, 37 hours per week.

Thank you for your interest in the post of Marketing Executive with Historic Environment Scotland. This post is based at Longmore House but there is an opportunity for hybrid working. This is a fixed term pensionable appointment for an initial period of 2 years with possible conversion to a permanent role.

This is a new post created as a result of an organisational restructure. The role of Marketing Executive is to work with the Marketing Manager to deliver targeted marketing activity to support areas of income generation and identify opportunities where marketing can support the wider organisation out with our visitor business.

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 reports to the Head of Sales & Marketing and is part of the Marketing & Engagement Directorate. The Directorate 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.

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 post holder will be part of a team of 3 other Executives supported by a Coordinator and will be responsible for working with teams in the directorate to support income generating activity including but not restricted to Venue Sales, including hospitality events and filming, Retail and Catering. A key element is also to work across the organisation and plan marketing activity to support our wider activity and objectives.

Key responsibilities, duties and objectives

- Deliver tactical marketing campaigns and promotional activity working across the full range of marketing media to support the objectives of the commercial teams - Venue hire, Commercial Events, New Business Development, Retail, Catering. National Collection of Aerial Photography.
- Work with the archive team to explore opportunities to widen promotion of the national archive through targeted marketing.
- Develop tailored social and enewsletter content to promote the business areas and products outlined above targeting the appropriate customer groups.
- Work with the digital team in the development of digital content across our social media channels and deliver campaigns to support digital events targeted at wider markets and other initiatives resulting from the digital strategy.
- Work with the full Marketing & Comms Team to ensure a consistent approach and on cross cutting campaigns where appropriate.
- Advise teams across the organisation on where marketing can support and advise appropriate marketing media to deliver on objectives.
- Work with partners across the country on any marketing initiatives delivering mutual benefits.

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
- Minimum 2 years marketing experience preferably in a tourism/heritage/cultural environment
- In depth knowledge and experience of using social media and content development
- Experience of managing contracted agencies to deliver targeted campaigns

Desirable requirements:

- Driving licence or access to alternative method of transport in order to travel throughout Scotland, including to remote, rural locations.

Qualifications & Professional Memberships:

- Qualifications or skills and experience at SCQF Level 9 (e.g., Bachelor's degree) preferably in Marketing (essential)



What we offer

We welcome applications from all nationalities, ensuring that they have the right to work in the UK and applying for a job with us could open the door to a unique work environment. It could also give you job satisfaction and excellent development opportunities, plus a competitive salary, 25 days paid holidays (rising to 30 days after 5 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
- 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, Marketing Manager, 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.

Thank you.

Human Resources
Historic Environment Scotland