



Scone Palace & Estate Social Media & Communications Officer

Scone Palace & Estate has a rare opportunity for a Social Media & Communications professional to drive customer engagement and raise brand awareness across our diverse business. Historic Scone Palace and Gardens is a 5 star rated visitor attraction welcoming tourists and running events. Situated in Perth, Scotland, it is a part of the wider Scone Estates portfolio.

Working closely with our Sales & Marketing Manager to deliver bespoke marketing campaigns to drive customer engagement and sales you will plan and coordinate a schedule of activity across a range of platforms to expand our social media reach and drive online audiences, sales and footfall.

If you have a talent for developing engaging, creative and innovative content for our calendar of social media posts and newsletters and can act as a brand ambassador for the Estate, delivering a consistent brand message across the business this could be your perfect job.

About You

You will be creative and innovative and keep abreast with emerging trends and developments. Equally capable of providing detailed performance analysis to influence future campaigns, you will align and manage bespoke campaigns across all our social media channels. As a strong and detailed planner, you will be responsible for ensuring our channels have a regular supply of quality content aligned to our key messages, events and local community strategies. You will be someone who understands the importance of communicating in the correct tone for our audiences, have an eye for detail and ensure content is consistently within our brand guidelines.

You must be highly organised and able to manage various tasks simultaneously, with exceptional attention to detail. Interest and experience of graphic design is desirable as you will be responsible for shooting and editing smartphone video and photography to support content creation. Additional tasks will include website updates, blog creation and responding to media inquiries.

Salary commensurate with experience.

A full job description and application form can be downloaded from:

<https://www.scone-palace.co.uk/work-with-us>
Email applications to: HR@scone-palace.co.uk
Scone Palace, Perth, PH2 6BD

Job Description: Social Media & Communications Officer, Scone Palace & Estate

Job Title:	Social Media & Communications Officer	Responsible to:	Sales & Marketing Manager
Purpose of job:	Working closely with the Sales & Marketing Manager and Mansfield Family to coordinate bespoke marketing campaigns and manage all business social media channels to drive customer engagement and raise brand awareness, performing regular market research and content analysis reports to direct future campaigns and communication strategies.		
Line Management responsibility: Marketing Intern, coaching, supporting and developing this role to sustain performance and provide a cohesive marketing mix for the business.			
Key Accountabilities include: <ul style="list-style-type: none">- Working closely with our Sales & Marketing Manager to deliver bespoke marketing campaigns to drive customer engagement and sales- Planning and coordinating a schedule of activity across a range of platforms to expand our social media reach and drive online audiences- Developing engaging, creative and innovative content for our calendar of social media posts and newsletters- Building and maintaining relationships with stakeholders and partners to deliver a strong content schedule- Monitoring and responding to interactions from followers on social media- Managing image and video content and website content to support marketing & social media activity- Regularly researching and analysing social media trends to ensure our brand message is current and relevant, taking effective action based on performance data such as Google Analytics- Acting as a brand ambassador, delivering a consistent brand message across the business- Supporting our programme of events in conjunction with the Sales & Marketing Manager and Head of Events- Providing regular management reports measuring agreed KPIs and planning effective actions- Liaison with the press and PR partners as required- Working with the Health & Safety of yourself and others in mind at all times- To carry out any other reasonable duties as requested by the Senior Management Team and Mansfield Family			
Essential Skills: <ul style="list-style-type: none">- Creative copywriting skills with experience of producing social media posts, website copy, blogs, and internal communications material- Experience in photo and video editing and website management- Knowledge of SEO, keyword research, web and social media analytics and CMS platforms- Experience in post-campaign analysis and reporting on KPIs- CRM and database management, newsletter creation, familiarity with Mailchimp- A good understanding of messaging for different target audiences- The ability to communicate effectively with a wide range of stakeholders at different levels- Strong interpersonal skills and the ability to work collaboratively- Experience of press and media liaison- The ability to work well under pressure and meet deadlines- An eye for detail and the ability to work accurately- Knowledge and understanding of GDPR legislation and the impact on marketing- Strong IT skills, including proficiency in all MS Office- The willingness to undertake any training required for the role- The ability to work some weekends and evenings as required			

This job description is a guide to the nature of the work required; it is not wholly comprehensive or restrictive.