

JOB DESCRIPTION

TITLE:	Marketing Assistant (social media)
REPORTS TO:	Marketing and Audience Development Lead
CONTRACT:	Fixed term 18-month Contract 1,950 annualised hours - extension dependant on Funding
SALARY RANGE:	Grade 2b: Range: £22,000 - £27,300 Starting salary £22,000 (depending on experience)

KEY RESPONSIBILITIES

You will have a blend of administrative, communication and marketing skills and be interested in what makes a marketing campaign work. You will ensure the smooth running of the marketing function by responding to incoming enquiries and fielding requests from other departments in the organisation related to marketing activity. You will attend events, both in house and externally, to network and raise the profile of DSC. You will be an excellent communicator and effective collaborator that can multi-task.

You will collaborate closely with all members of both our Services and STEM delivery teams, raising Dundee Science Centre's profile wherever possible, while completing jobs to strict deadlines.

This is an exciting period for DSC, as we move forward with our engaging strategic vision that puts our audience at the heart of what we do. We are making it our mission to broaden our impact, matching our inspiring programmes, ability and creativity to the needs and wants of our visitors. We are finding new ways to connect with more people, and creating an innovative, inclusive organisation that can meet the challenges of our ever-evolving world.

You will be an advocate for Inclusion & Diversity, contributing to the development of DSC's widening access strategies creating a culture of inclusion for our team and audiences.

The successful candidate will be a strong collaborator, with strong customer service skills and excellent attention to detail. You will be enthusiastic and resourceful with a confident nature and the ability to work independently as well as part of a small team. You will have an exceptional knowledge and understanding of social media management and have excellent digital skills and knowledge.

The post holder will be expected to work flexibly within the Dundee Science Centre team.

This post is available on a full-time basis. Hours of work will be flexible depending on the availability of the individual; and will include shifts over the weekend and evening work.

MAIN DUTIES

1. To deal with the day-to-day administration of the marketing function at DSC, including clerical tasks, marketing, and operational event activity.
2. You will analyse campaigns, consulting with colleagues to share design ideas, conducting market research, collating results, and compiling statistical information.
3. Your main function will be to work closely with the Marketing and Audience Development Lead to create engaging content for Dundee Science Centre's social media presence. This will involve keeping social media channels updated and brand focussed and seeking out new social media avenues and ways of connecting with audiences. You will support with scheduling across all aspects of DSC's services, programmes and products and managing all related digital systems.
4. Work alongside the Marketing and Audience Development Lead supporting the promotion and creation of digital content for varied audiences including Public leisure, Schools, Communities and Business.

Tasks/Responsibilities

- Provide visitors with an excellent experience and an elevated level of customer care.
- Manages company social media channels, including Facebook, LinkedIn, Twitter, Instagram, TikTok and other relevant platforms.
- Engages in social media presence creation on new and emerging social media platforms.
- Create dynamic written, graphic, and video content.
- Optimize website content following search engine optimization (SEO) and pay-per-click (PPC)
- Create content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation.
- Helps with social media management with large projects, events, and community management.
- Works as part of a team to develop large social media campaigns.
- Analyses and reports audience information and demographics, and success of existing social media projects
- Propose innovative ideas and concepts for social media content.
- Work with marketing and social media team members to coordinate ad campaigns with social media strategy.
- Write and distribute e-newsletters to internal and external stakeholders.
- Manage social media communications.
- Use timelines and scheduled content to create a consistent stream of latest content for audience interaction while analysing, managing, and altering schedules where necessary to perfect visits.

Other

- Contribute to the development of Dundee Science Centre's Inclusion and Diversity strategy and policies.
- Attend external and internal events that involve networking, profile raising and audience awareness building with stakeholder organisation.
- Responsibility to keep own professional knowledge and skills up to date.
- Any other duties considered appropriate or required due to business needs.

KEY PERFORMANCE INDICATORS

Your role will be measured by the following KPI's:

1. 30% - Oversee and enhance DSC social media presence and digital content creation.
2. 20% - Analyse and report audience information and demographics

3. 15% - Networking, profile raising and audience awareness building at events.
4. 15% - Responsible for providing administration support to all departments throughout the Centre as required.
5. 10% - Be an ambassador for DSC and growing our culture of trust.
6. 10% - Your development: with your line manager, identify and undertake training as necessary

PERSON SPECIFICATION

Qualifications, Experience and Skills

	ESSENTIAL	DESIRABLE
Educated to HND level in Marketing or Social Media Marketing or equivalent experience.	X	
Educated to Degree level or diploma from CIM		X
Full, clean UK Driving License	X	
Provide DSC with permission to use your image in any materials used for engagement and marketing purposes.	X	
Coordination of concurrent projects and self-motivation with ability to prove efficient time and work-schedule management.	X	
Experience of using digital programmes (or be willing to work towards CPD to enhance skills for digital competency)	X	
Ability to work strategically and make workable recommendations.	X	
Experience of developing and using evaluation and audience research	X	
Graphic design, content writing, campaign execution and idea presentation experience	X	
Experience of working in a community setting with a diverse audience, or Visitor Attraction		X
Experience of working in an office environment, dealing with administrative tasks, or using a product database		X
Experience of using booking & finance systems		X

Personal Qualities

- Knowledge and understanding of search engine optimisation.
- Knowledge of analytics software and industry knowledge
- Excellent communication skills, both orally and written and attention to detail
- Problem solving and creative thinking experience with a willingness to learn new skills and work flexibility.

- Excellent interpersonal and organisational skills, with proven time management and prioritisation abilities
- Ability to work flexibly under pressure.
- Enthusiastic, reliable, hard-working, and willing to 'muck in' when needed.

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. Therefore, this is not a contractual document, and the post holder will have to perform any other duties to the equivalent level that are necessary to fulfil the purpose of the job.