

The Black Watch Regimental Trust

JOB TITLE: Marketing and PR\Communications Manager

REPORTING TO: CEO

DIRECT REPORTS: None

LOCATION: The Black Watch Castle and Museum

PURPOSE OF JOB

Working closely with the CEO and Heads of Department to develop and implement marketing campaigns using traditional and digital channels that drive engagement, footfall and increase brand awareness.

MAIN DUTIES AND RESPONSIBILITIES

Under the supervision of the CEO, the main duties of the Marketing and PR\Communications Manager are:

- Develop and implement marketing plans, report on the outcome.
- Plan, manage and report on the departmental budget.
- Develop, coordinate, populate and manage channels of communication with stakeholders, principally members of The Black Watch Association but also volunteers, regular customers and supporters.
- Prepare and manage printed collateral.
- Create written and visual content for the website, communication channels, paid adverts and press features.
- Day-to-day management of the website
- Monitor all social media accounts, both Trust owned and relevant third-party accounts, creating content and responding to messages
- Assist Shop manager with day-to-day management of woo-commerce.
- Develop, co-ordinate and manage email campaigns.
- Liaise with press contacts, industry stakeholders, printers and designers.
- Write and distribute press releases.
- Quarterly written reports to CEO and occasionally in person to the Board
- Prepare and deliver presentations on all aspects of the organisation.
- First point of contact for general enquiries from customers, stakeholders, and press
- Develop and maintain relationships with local/national contacts and stakeholders.
- Assist in planning and delivery of regular and large-scale events.
- Promote events via our own and external channels.
- Write and submit industry award applications.
- Attend Travel Trade Shows – prepare collateral, meet with buyers and generate new business.
- Create relationships with Travel Trade contacts; arrange and deliver familiarisation visits.
- Other tasks may be required as determined by the needs of the business.

The Black Watch Regimental Trust

Other Duties and Conditions of Service

The post holder is expected to work to further the mission and aims of The Black Watch Regimental Trust, and to comply with the company's policies and procedures.

This is not an exhaustive list of responsibilities, and the post holder will be expected to undertake other duties within the remit of the job and appropriate to their level of seniority as requested by the relevant line manager.

This job description will be reviewed periodically and The Black Watch Regimental Trust reserves the right to vary the duties within the job description in line with the needs of the business.

I acknowledge the receipt of the above job description:

Name: Signature: Date:

PERSON SPECIFICATION:

<p>Knowledge / Skills</p> <ul style="list-style-type: none"> • Strong written and verbal communication skills • Strong IT skills • Excellent attention to detail • Flexibility and readiness to adapt to new ideas. • Ability to prioritise a busy workload and manage deadlines • Comfortable working in a team and on individual projects • Video editing skills 	<p>Essential Essential Essential Essential Essential Essential Desirable</p>
<p>Experience / Qualifications / Training</p> <ul style="list-style-type: none"> • Hold a marketing qualification or have marketing experience in a workplace environment. • Experience using Microsoft Office programmes. • Experience using WordPress, Mail Chimp, Hootsuite and Canva • Experience managing social media accounts 	<p>Essential Essential Desirable Essential</p>
<p>Work Related Circumstances</p> <ul style="list-style-type: none"> • Weekend and evening may be required as per the needs of the business. • Must be willing to undertake relevant training • Must be willing to learn about, understand and be in sympathy with the other departments within The Black Watch Regimental Trust and particularly the Trust's key charitable objectives to support veterans and their families. 	<p>Essential Essential Essential</p>