

A stylized map of the Live Borders region, showing the outline of the area in a light green color. Overlaid on the map are several overlapping triangles in various colors: blue, yellow, green, pink, and purple.

Recruitment Pack for

Senior Marketing & Communities Officer

Hours: 37 hours per week
Location: Head Office / Hybrid
Closing Date: 11th September 2023
Job Ref No: 0766
Salary: Grade 7 £28,680 - £31,006

This pack includes details about our organisation to assist you with your application:

- Job advert
- Introduction to Live Borders
- Our Strategic Vision
- Our Department
- Our Values
- Job Description and Person Specification
- Conditions of Employment

More information can be found on our website www.liveborders.org.uk

If you would like to apply for this post, you will find an Application Form & Guidance along with an Equal Opportunities Monitoring Form on our website at www.liveborders.org.uk/get-involved/jobs/. Please complete both and return to recruitment@liveborders.org.uk

The selection process can include different forms of assessment along with a formal interview. You will be advised of this if your application is successful.

If you have a disability and need assistance in completing your application form, please contact our People team recruitment@liveborders.org.uk to discuss your needs or request a call back.

We look forward to receiving your completed application.

Job Advert

Senior Marketing & Communications Officer

Are you creative and full of big ideas to help drive revenues?

Are you passionate about culture, sport, health and wellbeing and looking to make an impact?

Our Marketing and Communications Officers help promote Live Borders venues, services and products. As a Senior Officer you will take the initiative, develop our digital consumer engagement and work with service Managers to identify revenue opportunities, develop strategic marketing campaigns and implement a variety of tactical activities across the full marketing mix. We are looking for a positive team player to drive existing portfolios, develop new initiatives, but bring experience in activation across media, digital and print.



Introduction to Live Borders

Live Borders is the sport, leisure and culture trust for the Scottish Borders – this means we are a charity. Our aim is for everyone living, working and visiting the Borders to be **healthier, happier and stronger**.

Live Borders is governed and led by a Board of Trustees who set the strategic direction and monitors performance of the organisation.

Our Strategic Vision

Vision: Everyone living in, working in, and visiting the Borders to be healthier, happier and stronger.

Mission: We use our energy, enthusiasm and knowledge to support more people to experience more, learn more, and move more.

Strategic Goals:

- Expand levels of participation
- Grow our earned income
- Develop new funding streams
- Build on our reputation for great customer service
- Create a sustainable charity
- Nurture our people to be proud of what they do

Our Values

At the heart of Live Borders is our commitment to improve lives through physical activity, sport and culture. We use our energy, enthusiasm and knowledge to support people to experience more, learn more and move more.

Our Values underpin all that we do: [Live Borders Values](#)

Every penny spent with us is reinvested into supporting active, creative and healthy communities.

The executive team led by the CEO provide the strategic lead on the management and development of Live Borders to ensure we are a sustainable, dynamic and flexible organisation fit for the future and that meets our stated outcomes.

JOB DESCRIPTION AND PERSON SPECIFICATION

Post Title: Senior Marketing & Communications Officer

Directorate: Business Services

Reporting to: Marketing and Communications Manager

Job Purpose:

1. Responsible for development, co-ordination and implementation of daily marketing operations; and, to support the development of digital services to meet the needs of the Live Borders' Strategy in accordance with good practice and statutory requirements.
2. To line manage the Marketing Assistant to ensure the timely delivery of marketing support and operation across the organisation.

Responsibilities:

1. To contribute to the development of Live Borders Marketing and Communications Strategic Plan across a portfolio of services.
2. Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration across all markets.
3. Delivering a marketing and communications service to teams across the organisation.
4. To support the Marketing & Communications Officer (x1) and broader team to coordinate marketing and communications service to teams across the organisation.
5. To be responsible for the quality control and tactical management of all marketing team social media activity, and the daily management of the platforms.
6. Manage the Live Borders website at tactical level and implement its forward strategic development, under the strategic leadership of the M&C Manager.
7. To Line manage the Marketing Assistant to ensure timely delivery of marketing and communications across services, and department administration.
8. To manage media events and activities to the benefit of the business.
9. To support and liaise the coordination of other Live Borders venue based marketing officers and activity.
10. Manage activity through Service Level Agreement for services (e.g. Graphic Design, website).
11. To create press releases, external communications, and compose internal staff bulletin.
12. Under the strategic leadership of the M&C Manager, and in conjunction with cross service colleagues, to develop the Live Borders digital proposition and platforms, with the objective to drive new revenues, positive reputation and membership opportunities, including mobile apps, website development and social media.

13. Positively represent Live Borders internally and externally eg at networking events, meetings, conferences and exhibitions to enhance and strengthen the Live Borders' profile

14. This job description is indicative of the nature and level of responsibility associated with the job. It is not exhaustive and there may be a requirement to undertake such other duties as may be required to meet the needs of the Service or Live Borders

Other details:

Requirement to work out of hours or weekends - not normally, but as required for some

annual events.

Requirement for PVG/Disclosure check – no

Person Specification:

EDUCATION			
Essential	Assessed by	Desirable	Assessed by
Degree in relevant discipline or equivalent experience	App.	Member of appropriate professional body	App.
EXPERIENCE			
Essential	Assessed by	Desirable	Assessed by
Experience of working in a marketing and communication function	App./ Int.	Experience in trust/charitable	App.
Experience of developing and implementing marketing and communication plans	App./ Int.		
Experience of implementing and revising policies and procedures	Int.		
Experience of managing project budgets effectively	App./ Int	Experience working in sales environment	App.
Experience of writing reports and business cases	Int.	Experience of supplier management	App./ Int.
Experience in provision of advice to managers/ directors	Int.	Experience of business/new product development	App./ Int.
Experience of developing strong successful partnerships and working in collaboration to deliver key outcomes	Int.		

SKILLS AND KNOWLEDGE			
Essential	Assessed by	Desirable	Assessed by
Strong copywriting skills and the ability to communicate complex ideas	Int.	Knowledge of the commercial aspects to marketing	Int.
Knowledge and understanding of best practice	Int.		
Self-motivated, with the ability to work proactively using own initiative.	Int./ Ref.		
Knowledge of current trends and use of technology such as web content and social media	Int.		
Ability to work collaboratively with others to provide a high quality service	Int.		
Able to communicate complex information clearly, by written or verbal means to individuals, with a wide range of technical knowledge	App./Int.	Ability to write and present information or proposals to senior management	Int.
Excellent interpersonal skills, and the ability to develop and maintain effective working relationships	Int./ Ref.		
Ability to communicate effectively orally and in writing	App./ Int.		
IT skills	Ref.		

SUMMARY OF CONDITIONS OF SERVICE

Location:	Live Borders Head Office Galashiels (colleagues may be required to work at any Live Borders site during their career with us).
Hours of Work:	37 hours per week worked as agreed with line manager
Payment Method:	Paid monthly on the last banking day of each month.
Annual Leave:	Up to 2 years' service = 30 days (pro-rata for part time) Increases by an extra day after completion of two years' service by commencement of the leave year. An additional day accrued for each completed year of service up to max of 5 additional days.
Public Holidays:	4 designated public holidays per year (pro-rata for part time)
Notice Period:	4 weeks, as detailed in any offer of employment
Pension:	Option to join Group Personal Pension; employee contribution from 5% with the option to join the Local Government Pension Scheme after 5 years' service.
Equal Opportunities:	Live Borders is an Equal Opportunities Employer and considers applicants on their suitability for the post regardless of sex, race, religion, disability or sexual orientation.
Sickness Allowance:	Employees with less than 6 months' service get Statutory Sick Pay (SSP) only. Occupational Sick Pay is available to employees with more than 6 months' service (when the sickness commences) and starts from 5 weeks' full pay/ 5 weeks half pay and increases to a maximum of 26 weeks' full pay/ 26 weeks half pay after 5 years' service.
Presentation:	Live Borders has strict standards of presentation; which staff are required to comply with. Uniforms are provided for the majority of posts where provided these must be kept clean and well presented. Where a uniform is not provided appropriate business dress is expected.
Other Benefits:	Free access to all our sports facilities Cycle To Work Scheme Access to ASVA Healthy Extras – includes retail discounts and access to health and wellbeing services

Please note that this is a summary of Live Borders conditions of service. If you are successful at interview and are offered employment, the specific conditions that apply to you will be detailed in your contract.

INFORMATION FOR ALL JOB APPLICANTS

Evidence of Right to Work in the United Kingdom

As a result of the Asylum and Immigration Act 1996, Live Borders requires every employee to provide evidence of eligibility to work in the UK. This will be required from the successful candidate prior to the appointment being made. Please do not send documentation at this stage. There are a number of specified documents which you could provide, some of which are list below. Only one is required:

1. A passport describing the holder as a British Citizen
2. A passport containing a Certificate of Entitlement issued by, or on behalf of the Government of the United Kingdom, certifying that the holder has the right of abode in the UK.
3. A passport or national identity card issued by a State which is a party to the European Area Agreement and which described the hold as a national of that state.
4. A registration card which indicates that the holder is entitled to take employment in the UK
5. A birth certificate issued in the United Kingdom or in the Republic of Ireland, with documentary evidence of their National Insurance Number.
6. A certificate of registration or naturalisation as a British citizen, with documentary evidence of the National Insurance Number.

Disclosure Scotland

The successful candidate will be subject to a Protecting Vulnerable Group registration to become a member of the Disclosure Scotland PVG Scheme, if this a requirement of the post. The cost of this registration will be met by Live Borders.

Live Borders

For more information about Live Borders please visit our website www.liveborders.org.uk

Please contact our People Team on recruitment@liveborders.org.uk if you require any other information about working for Live Borders.