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|  | **HIGH LIFE HIGHLAND**  **JOB DESCRIPTION** |

**JOB TITLE**: Head of Marketing and Engagement

**SALARY**: £48,994 - £53,617

**LOCATION:** Inverness

**HOMEWORKING:** This post is suitable for a homeworking\* request to be made. Any home-working arrangements would be agreed by the post’s line manager and the administrative base would be classed as Inverness for the purposes of expenses and travel claims.

\*High Life Highland home-workers must have a permanent residence in The Highland Council area or live within a 90 minute commute from the designated workplace.

**RESPONSIBLE TO:** Director of Corporate Performance

**JOB PURPOSE:** High Life Highland’s (HLH’s) purpose is making life better. This job contributes to that by leading the development of the “Making Life Better” charity proposition, supporting the development of HLH’s positive brand image and reputation, and through developing, implementing, and leading marketing and communications for the organisation.

**KEY DUTIES AND RESPONSIBILITIES INCLUDE:**

1. To develop a marketing and communications plan for High Life Highland that contributes to the achievement of the vision, aims and objectives of the charity;
2. To lead and manage the marketing and engagement team with an emphasis on the “Making Life Better” charity proposition and i-care people values: integrity; community; accountability; respect and example.
3. To ensure that the outcomes of the marketing and communications plan contribute to the achievement of the company’s income targets and service aims.
4. To devise and implement High Life Highland’s marketing and engagement goals: internal and external communications, including press and media that ensures effective, productive and positive relations with all key stakeholders.
5. To develop a digital first approach within the organisation while seeking a balance with more traditional media when appropriate, overseeing the organisation’s digital presence, including website development and management, social media marketing, online advertising and email campaigns.
6. **To analyse consumer behaviour, campaign performance and providing recommendations to ensure data driven decision making.**
7. Ensure consistent branding across all marketing material including digital and print by supporting the team in maintaining relationships with the organisation’s external design and website agencies, to ensure the development and production of an innovative and high quality portfolio of promotional material, on time and within budget.
8. To lead the marketing team as it supports the Inverness Castle Experience before, during and after the opening of the attraction.
9. To collaborate with key partners, for example, The Highland Council, the Scottish Government and its agencies and NHS Highland,
10. To cultivate positive relationships with media outlets, other organisations and stakeholders to enhance High Life Highland’s public image and maintain a favourable reputation for the organisation.
11. To be the key liaison with the Highland Council’s corporate communications team.
12. To work in collaboration with the public relations and communications teams of national and local partner agencies to ensure effective co-ordination of communication with national and local media;
13. Using leadership experience to motivate the team to perform to high standards, contributing to a positive, fun, creative working environment across the organisation.
14. To support with writing and distributing press releases, organising press conferences and briefings and responding to ad hoc requests as required.

**Other Duties:**

You may be required to perform duties, appropriate to the post, other than thosegiven in the job specification. The particular duties and responsibilities attached to posts may also be varied without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and would not themselves justify reconsideration of the grading. As a result of such variations it will be necessary to update this job specification from time to time.

**Date:** 03 October 2023

*High Life Highland (HLH) is committed to the protection and safeguarding of vulnerable groups, including children and protected adults and believes that they should never experience any kind of abuse. It has a responsibility to promote the welfare of those in vulnerable groups and to keep them safe and to practice in a way that protects them. HLH expects all those with whom the Charity engages to share this position. Where applicable, new positions will be subject to the appropriate level of Disclosure Scotland checking; identity checks (address, date of birth), employment/experience history, two references (one of which must be most recent employer, where appropriate), qualifications, Right to Work in the UK (where applicable). The above will apply to anyone working on behalf of HLH (paid or unpaid) including all board directors, staff, workers, volunteers, agency staff and students*

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|  | **HIGH LIFE HIGHLAND**  **PERSON SPECIFICATION** |

**JOB TITLE:** Head of Marketing and Engagement

**LOCATION:** Inverness

**ESSENTIAL ATTRIBUTES:**

In order to be able to carry out the duties of this post effectively and safely, candidates will be able to provide evidence of the following:-

1. **EXPERIENCE**

**•** Experience of working in the fields of marketing and public relations;

• Experience of developing and delivering marketing strategies and / or communications plans;

• Experience of managing the marketing activity of a complex, multi-faceted organisation;

• Experience of writing for a range of audiences and using different media, including news releases, corporate publications and the web;

• Experience of handling media calls and enquiries

• Experience in leading and managing a team

1. **EDUCATION AND QUALIFICATIONS**

**•** Educated to degree level or relevant operational experience.

• Training and / or experience in marketing

1. **SKILLS/ATTRIBUTES GENERAL**

• Excellent written and verbal communications skills;

• Ability to influence, negotiate and communicate at a senior organisational level;

• Able to act on own initiative and to impact positively on other people;

• A charismatic presence and highly effective communication skills;

• Ability to manage workload effectively, arranging priorities to meet strict deadlines.

1. **SKILLS/ABILITIES SPECIFIC TO THE POST**

* Sound knowledge of the role of marketing and communication in effective business planning and service delivery;
* Knowledge and experience of marketing, communications and public relations;
* Experience of working with local and national media;
* Experience of marketing and public relations of major events and / or
* projects;

1. **INTERPERSONAL AND SOCIAL SKILLS**

**•** Energetic, enthusiastic and with a personal drive for achieving results.