

Commercial Marketing Officer

Dovecot Studios Ltd



Location:	Edinburgh
Reports to:	Commercial Manager and Marketing and Communications Manager
Full time:	40 hours per week excluding breaks (5 days a week)
Salary:	£24,000 p.a.
Days:	5 days per week incl. evenings and weekends as required
Pension:	Dovecot operates a group pension scheme
Annual Holidays:	28 days + 9 bank holidays pro rata
Additional:	20% Staff discount on Dovecot products

The role:

The Commercial Marketing Officer is responsible for providing a first-class visitor experience and support the Marketing and Communications Manager with marketing duties. The role supports the Commercial Manager with managing ticket, retail sales and contributing to events, management of stock levels, programming the till, visual display merchandising and the maintenance and running of our online shop. You will act as the first point of contact for customers and ensure visitor targets are met through excellent customer service, data management, communication and commercial marketing initiatives.

You will work as part of a dynamic team with a remit to expand our public offer and maximise income generation to support the world-renowned Dovecot Tapestry Studio. You will be expected to gain knowledge about Dovecot and share this confidently, acting as an ambassador for Dovecot with our visitors, participants, and suppliers.

Main duties and responsibilities:

The post holder is required to work flexibly to ensure business needs are met. Usual hours are 9am – 6pm on a rota across a seven-day week, with occasional evening, public holidays as required, and Sunday-opening for events such as Edinburgh Festival to meet the demands of the Dovecot diary. This role will require some level of manual handling, for example moving tables and chairs to assist with set-ups.

Marketing:

- Assist in maintaining and monitoring Dovecot's social media channels, including Instagram, Facebook, X, LinkedIn and TikTok.
- Produce engaging content for online channels in-line with Dovecot's content strategy, tone of voice and messaging.
- Assisting with customer mailouts using Mailchimp.
- Assist in collecting data from Dovecot visitors to help us improve understanding of our audience.
- Help develop and design printed materials for distribution through a number of channels.
- Responsible for the upkeep of the marketing communications around the building.
- Assist in promoting Dovecot activities, including exhibitions and events, to special interest groups online and offline.

Customer Service and Sales:

- Deliver and maintain excellent customer service standards and ensure there is a professional friendly visitor experience.
- Deal with general queries and transfer calls to Dovecot staff members in an efficient manner.

- Keep Dovecot reception, public spaces and exhibition gallery clean, tidy and safe.
- Adhere to Health and Safety objectives and report any H&S instances to the Commercial Buildings Officer.
- Support the Commercial Manager to manage and direct FOH casual staff and volunteers, ensuring you and the team are informed and enthusiastic about the Dovecot programme and ensure leaflets and the shop display are up to date.
- Work in the Dovecot shop: actively selling products, re-stocking shelves, ensuring the general upkeep of the area and providing general support to Commercial Manager as necessary.
- Support the Commercial Officer to drive retail operations to achieve its financial targets, maximising income and profitability.
- Actively sell and issue exhibition tickets (including group bookings), talks and events ensuring effective and accurate use of the booking system and card machines.
- Ensure commercial sales objectives are met through data management, communication and Front of House marketing initiatives, including ticket deals and promotions.
- Provide analysis of visitor information and feedback to Senior Leadership to help maximise future sales and improve future programming.
- Share up to date exhibition and event information with visitors.
- Cash up daily sales at the end of every day, following cash handling and till procedures and ensure other staff and volunteers adhere to the Dovecot cash handling guidelines.
- Undertake word processing, use email (and MS Outlook calendars etc.), internet and data input to ensure commercial objectives are met through effective communication, data management and marketing initiatives.

Operations:

- Monitor access to the building and safeguard the exhibition displays during events.
- Prepare for Dovecot events with the room setups and provide assistance to attendees.
- Check all equipment is functioning in the exhibitions, events and retail areas.
- Support the Commercial team in general administration including the maintenance of, and compliance with all Dovecot systems, including security and buildings maintenance.
- Alarm and de-alarm the building to ensure the safety of Dovecot buildings and their contents.
- Support the Commercial Manager, as required, with regards to the operation of the Dovecot building and commensurate with the level of the post.
- Support the Commercial Manager with administration including the maintenance of, and compliance with all Dovecot systems including finance, security, buildings, CCTV, maintenance and ICT.

This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of Dovecot. This job description may be reviewed and updated annually.

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

Commercial Marketing Officer
Dovecot Studios Ltd

Person Specification		
	Essential	Desirable
Skills/Abilities	<p>Proven ability to deliver commercial sales targets for activities such as retail, tickets, venue hire and events, preferably in the museum and gallery sector.</p> <p>Exceptional customer service approach, with a friendly, confident, and professional manner.</p> <p>Excellent communication skills, both verbally and in written form. Being able to communicate complex subjects in an engaging way.</p> <p>Excellent understanding of social media channels and what makes engaging content.</p> <p>Microsoft Office including Word, Excel, Outlook.</p> <p>Ability to plan, identifying risks and contingencies, to ensure the professional set-up and delivery of visitor events and services.</p>	<p>Knowledge of and ability to use ticketing and Epos retail systems and online retail systems.</p> <p>Adobe Creative Suite including Photoshop.</p> <p>Events hospitality experience.</p> <p>Gallery invigilation experience.</p> <p>Interest in textiles, art, craft and design.</p> <p>Good design skills, with ability to use Canva, Adobe Creative Suite or similar.</p>
Knowledge	<p>Understanding of report writing and financial management.</p> <p>An understanding of personal and collective responsibility with regard to security and health and safety regulations and procedures.</p> <p>Commitment to equality and diversity.</p>	<p>A knowledge of modern art, craft and design, especially in a museum or heritage context.</p> <p>Knowledge or interest in photography and video.</p>
Qualifications and training	<p>Educated to degree level in a relevant subject, or equivalent experience.</p>	<p>First aid and/or health and safety trained.</p>
Experience	<p>Qualification in or experience of working in marketing and communications</p> <p>Customer service experience in a target-led environment.</p>	<p>Sourcing new suppliers, networking, and developing unique product ranges.</p> <p>Experience of co-ordinating and/or running an online store.</p>

	Experience in retail finance management systems i.e. cash handling and sales reporting.	
Other requirements	A flexible and adaptable approach to working hours that will include some evening and weekend work.	Creative and commercial outlook.