

JOB DESCRIPTION

TITLE:	Marketing & Audience Development Manager
REPORTS TO:	Head of Business Development
CONTRACT:	18-month fixed term contract - <i>(potential of continuation, funding dependant)</i> Full-time 37.5 hours per week <i>(flexible working considered)</i>
SALARY:	Banding £27,500 to £37,750 – <i>(Starting salary dependant on experience)</i>

KEY RESPONSIBILITIES

The Marketing & Audience Development Manager will be responsible for the co-ordination and implementation of all marketing and communications activity across DSC.

You will lead in the development of a comprehensive marketing and communications strategy in-line with the vision of the executive team.

You will be involved in all aspects of audience engagement, including creating and delivering innovative marketing activities and campaigns which generate excitement and interest in our range of services, as well as raising the profile of Dundee Science Centre across social media and PR channels for all programmes.

You will ensure that brand guidelines are implemented and followed across the organisation.

You will inspire, involve and coordinate input from staff across multiple teams and work with external consultants where necessary to provide the specialised input.

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.

You will contribute to strong working relationships with key audience groups and regularly attend networking events with potential partners to develop new opportunities for growth.

You will operate within a friendly but fast-paced environment therefore first-rate organisation, communication and time management skills are essential as well as the ability to handle daily business with appropriate accuracy. This is an operational role requiring an energetic, can do, hands-on approach to delivery.

Line Management will be part of the role, developing and encouraging others.

The successful candidate will have a positive, resourceful, and confident nature with the ability to work independently but also play a key role in the team.

MAIN DUTIES

Duties will include:

- Develop and execute Dundee Science Centre's Marketing Strategy to support the organization's ambitious vision and targets, ensuring that all marketing activities are distinctive, consistent, cost-effective, and adaptable to emerging needs.
- Ensure that day-to-day administration of the marketing functions, including clerical tasks, and operational event activity are completely efficiently.
- Oversee the company's social media strategy (both paid, owned and earned content) across Facebook, LinkedIn, Twitter, Instagram, TikTok and other relevant platforms.
- Provide hands-on support to execute both ongoing brand marketing and specific campaigns, utilizing tools such as social media, e-newsletters, and partnerships, while ensuring agility in response to market trends.
- Monitor, assess, and report on audience feedback across all channels, relaying actionable insights to relevant departments and delivering comprehensive monthly reports on marketing and audience development performance.
- Co-ordinate a collaborative 'all-staff' approach to contributions towards marketing and communications content
- Coordinate strong links with existing and new partners to ensure an audience-driven approach to promoting the best aspects of the Centre, specifically working with partner venues around Dundee to capitalise on the expected 1M visitors to the city per annum.
- Learn/adopt best practice approaches to reaching underserved audiences and incorporate these into communications campaigns whilst increasing the use of our widening access initiatives.
- Ensure that visual and verbal brand guidelines are adhered to across all teams and activities.
- Oversee the design and development of our website and its continuing use as an effective marketing tool. Optimizing website content following search engine optimization (SEO) and pay-per-click (PPC).
- Manage and maintain digital media assets (photography, film, audio) ensuring compliance with GDPR.
- Work with external agencies and providers ensuring best service, quality, and value for money for all marketing requirements.
- Coordinate internal communications to ensure that all staff are informed and engaged with the Centre's activities and objectives.
- Represent Dundee Science Centre at events fostering relationships with customers, business partners, trade organizations, and media connections.
- Oversee Dundee Science Centre's PR activities ensuring effective media engagement and crisis management.
- Commission/design display materials, presentation documents and other marketing support material.
- Champion and promote Dundee Science Centre's commitment to sustainability and accessibility, ensuring these values are integrated into all marketing initiatives and communicated effectively to the public and stakeholders.
- Manage the marketing budget, ensuring all activities are financially sustainable and align with the Centre's broader financial strategy.
- Mentor and develop the marketing team, including full-time, part-time, and placement members, fostering a culture of continuous improvement and professional growth.

PERSON SPECIFICATION

Qualifications:

- Educated or experienced to, degree level or equivalent in a relevant subject area
- Membership to a relevant professional body
- Full, clean UK Driving License (required)

Experience:

- Experience delivering in a hands-on operational marketing post

- Excellent writing and editorial skills
- Excellent digital and social media skills
- A strong understanding of the visitor attraction, hospitality, retail, and catering sector.
- Driven in sales, profit, efficiencies and working with a wide portfolio of spaces.
- Excellent client-facing and internal communication skills.
- Experienced in negotiating.
- Results-oriented approach.
- Strong organisational and project management skills.
- Strong working knowledge of Microsoft Office.
- Graphic design ability (desirable)

KEY PERFORMANCE INDICATORS

1. 35% Responsible for the design, development, implementation and evaluation of Marketing and Communication Strategy as well as overseeing and providing operational support to engagement work of the department across the organisation ensuring brand adherence, profile and reputation.
2. 35% Responsible for managing and carrying out the operational marketing functions across the organisation creating and embedding training and development programme for all staff
3. 10% Overseeing and managing direct reports and ensuring high quality marketing and communication delivery.
4. 10% Support specific engagement partnerships and projects within DSC, maintaining and improving relationships
5. 10% Be an ambassador for DSC and growing our culture of trust

PERSONAL QUALITIES

- 'Can-do' attitude with a positive approach to planning, problem-solving and decision making and great team spirit.
- High level interpersonal, communication, networking, and representational skills.
- Hardworking and conscientious with meticulous attention to detail.
- Ability to work in a busy office environment and maintain high levels of concentration whilst dealing with frequent interruptions.
- Motivation and desire to succeed in a task.
- Demonstrated ability to remain calm while working under pressure to meet deadlines and high expectations.
- Passion and enthusiasm for new challenges.
- Flexible attitude towards working hours.
- Motivation to work with and the ability to inspire colleagues to ensure quality assurance.
- Desire to undertake any other reasonable duties to support the operations of the organisation as and when required.
- Inspiring and motivating personality, capable of engaging readily with people from all backgrounds.
- Methodical approach to tasks

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. The post holder will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job.