



## Growth Marketing Officer

Full-time, Fixed Term (22 months)

Salary £34,944 - £38,218 per annum

Plus generous benefits package

Hybrid/flexible working

### About the role

Can you help us with our aim to make art work for everyone? We're looking for a results-focused marketing professional to help us generate income for us to re-invest in the gallery experience. This is an exciting opportunity to make a difference.

You will deliver creative and impactful campaigns which support our fundraising, legacy giving and Friends membership schemes, as well as work on other new income generating activities.

You must have demonstrable experience of delivering results-focused marketing, including CRM, email marketing, content creation and copywriting. Importantly you must have a proactive and ambitious mindset, with an appetite to deliver real impact.

This post is part of a pilot strategy to grow NGS income. This post is initially on a 22-month fixed term contract, with the possibility of extension depending on the income levels achieved during the pilot. This offers an excellent opportunity for a results-driven individual to demonstrate their impact and contribute to shaping the success of this initiative.

### The difference you'll make

You'll be part of our skilled and supportive Marketing and Communications team, but will work very closely with colleagues in our Development and Friends teams. As the Growth Marketing Officer, you will deliver, measure and evolve a range of marketing campaigns which will increase income. Reporting to the Marketing Manager you will:

- Devise, implement and evaluate a marketing plan which delivers increased income from key areas identified below.
- Produce legacy giving marketing materials and campaigns.
- Produce fundraising appeal marketing materials and campaigns.
- Produce marketing materials and campaigns to grow our Friends membership scheme.
- Devise, create and deliver CRM and email marketing campaigns to increase subscriber numbers and engagement rates.
- Devise, create and deliver marketing activities to support new income generation activities.

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- Report on results of all marketing activities including but not limited to sales figures, digital metrics, campaign results and ROI.
- Work with Gallery colleagues to achieve buy-in and successful delivery of campaigns.

### **Who we are looking for**

To succeed in this role, you'll need the following range of knowledge, skills, and experience:

- Educated to degree level, or equivalent in a relevant subject.
- Demonstrable experience of devising, delivering and evaluating results-focused marketing campaigns, ideally commercial, retail or fundraising.
- Demonstrable experience of using CRM systems and devising and delivering email campaigns.
- Demonstrable experience of creating marketing collateral.
- Experience in running and tracking digital marketing campaigns e.g. Social, YouTube, Adwords.
- Strong copywriting skills, including for websites/SEO.
- Strong digital and content creation skills e.g. Canva, Adobe, content management systems, etc.
- Strong data analysis skills, including reporting and evaluation.
- Excellent project management and organisation skills.
- Proactive and ambitious approach.

### **It would also be great if you have:**

- Marketing qualification.
- Experience of managing agencies.
- Experience of events marketing.
- Fundraising experience.

### **We are National Galleries of Scotland**

Our three Edinburgh galleries are the National, Modern and Portrait. We house and look after Scotland's amazing world-class art collection – one of the finest in the world. Step inside and explore treasures from Botticelli and Titian to the very best modern art to contemporary portraits of pop culture icons. And, as you'd expect, the world's greatest collection of Scottish art, our national collection. We also have an outstanding collection of Western art from the late Middle Ages to the present day.

We're a space for thinking, dreaming, doing, and playing. Soak up the art. Meet friends in the cafés. Have a family picnic surrounded by the sculptures in the Modern grounds. Be inspired by our amazing art films. Choose your own experience. There is no one way to enjoy Scotland's national collection. We are yours to discover.

As well as displaying our art at our three Edinburgh sites, we also share it through an active programme of partnership across Scotland, the rest of the UK and abroad, as well as online.

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We conserve and research our collections and we are committed to reaching the widest possible audience through our ambitious plans. Visitor numbers to our sites in Edinburgh totalled an average of 2.5m visitors a year in the years prior to the global pandemic.

### **What's important to us**

We make art work for everyone. That's our purpose and it drives everything we do. This is an exciting time for us, as we move forward with our engaging strategic vision: Art for Scotland: Inspiration for the World.

We're putting our audience at the heart of what we do. Matching Scotland's rich collection, our expertise and creativity with the needs and wants of our visitors. Finding new ways to connect with more people and create an innovative, inclusive organisation that can meet the challenges of our ever-evolving world.

We're committed to looking at how we operate as well as how we engage our audiences. We will play our part in tackling the Climate Emergency, and we're embedding Equality, Diversity, and Inclusion (EDI) in the way we work. We want everyone to feel a sense of belonging and freedom to be themselves at work or at play with us.

### **What's on offer for you**

Our colleagues will tell you great things about working here. We aim to ensure the National Galleries of Scotland is a great place to work, where our people thrive in a culture where we are trusted, empowered, and engaged to achieve our true potential. We offer a range of benefits to promote healthy working lifestyles for all our colleagues. Details specific to this role are:

#### **Salary**

£34,944 - £38,218 per annum. Starting salaries will normally be at the minimum rate depending on experience.

#### **Hours**

35 hours per week excluding a one-hour unpaid lunch break each day. We're also committed to supporting flexible working options for everyone which includes flexible working, working remotely and flexitime policies.

#### **Holidays**

When you first join, you'll get 36.5 days annual leave per year (including public and privilege holidays). After 5 years your annual leave will increase to 41.5 days.

#### **Where you'll be based**

You will be based at Modern One, 75 Belford Road, Edinburgh, EH4 3DR. Although based in the heart of Edinburgh free car parking is available on site.

#### **Pension**

We are a [Civil Service Pension](#) employer. You get to choose if you want a defined benefit or stakeholder pension. The benefits of joining the scheme include [generous employer contributions](#) to your future pension, life assurance, and options to increase your pension. If you join the alpha Civil Service pension scheme our contribution will be 28.97% for this role.

#### **Other benefits**

Family friendly working policies, free or discounted entry to various visitor attractions, staff discount at our shops and cafés, Cycle to Work Scheme, wellbeing support and services including our Employee Assistance Programme.

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The closing date for completed applications is 12 noon on Monday, 23 December 2024.

*Please note that the successful candidate will be subject to Basic Disclosure Scotland security clearance.*

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