



Trading Marketing Officer

Permanent and Part-Time (21 hours per week)
Salary £34,944 - £38,218 per annum (pro-rata)
Plus generous benefits package
Hybrid / flexible working

About the role

Can your marketing expertise help us with our aim to make art work for everyone? We have a unique opportunity for a talented marketing professional to join our team.

In this role, you will play a pivotal part in driving revenue across our venue hire function, online shop, shops and cafes at each of our galleries: National, Modern and Portrait. The profits generated directly contribute to enhancing the gallery experience, so this is an exciting opportunity for you to make a meaningful impact while advancing your career in a rewarding environment.

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.

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 the Trading Department. As the Trading Marketing Officer, you will contribute towards the financial objectives of the Trading Company. Reporting to the Marketing Manager you will:

- Devise, implement, monitor, evaluate and evolve a marketing plan which delivers against the Trading Company strategy with a particular focus on email marketing, ecommerce, point of sale collateral and promoting venue hire.
- Devise, create and deliver CRM email campaigns to grow the venue hire and e-commerce subscriber base and engagement
- Implement venue hire marketing and communications, including content on the website, search, social media and appropriate literature.
- Manage design and production of retail point-of-sale as necessary.
- Liaison with our catering partners on marketing and communications, including advising on collateral, checking brand use, supporting production of on-site signage and advertising/ communicating and promoting events/cafe offers and venue hire
- Create content for website and social media as appropriate and monitor and evaluate using appropriate metrics.

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- Assist with reporting on results of all marketing activities including but not limited to sales figures, digital metrics, campaign results and ROI.
- Support the Marketing Manager in management of any external agencies that are used for Trading Company Marketing and Communications.
- Working with Gallery colleagues (behind the scenes and front of house) to achieve buy-in, and to co-operate with the delivery of marketing activities to support Trading Company.
- General administration including designing and producing promotional print, proof reading and maintaining records.
- Assist with implementing any third-party engagement activity as appropriate.

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 working in a results-focused marketing environment, ideally commercial, sales or retail.
- Demonstrable experience of using CRM systems and devising and delivering email campaigns.
- Demonstrable experience of creating marketing collateral and delivering advertising campaigns.
- Demonstrable experience of updating content management systems and writing copy for websites/SEO.
- Strong digital and content creation skills e.g. Canva, Adobe, copywriting, etc.
- Strong data analysis skills.
- 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 and/or venue hire marketing.
- Retail experience.
- Managing budgets.

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

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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.

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 pro-rata. Starting salaries will normally be at the minimum rate depending on experience.

Hours

21 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 pro-rata (including public and privilege holidays). After 5 years your annual leave will increase to 41.5 days pro-rata.

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,

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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.

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.