



Job Description

This job description may be amended from time to time dependent on job requirements and Service provision.

Section A

Post Title: Wallace Monument Marketing Officer

Location: Viewforth / National Wallace Monument

Reports to post (Title): Service Manager - Culture, Events & Tourism

Service: Economic Development & Culture

Grade: JE10

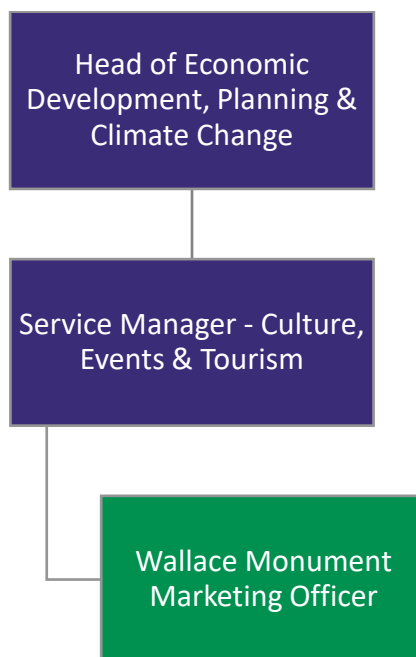
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Section B

Organisational Relationship

The Marketing Officer (The National Wallace Monument) is a position within the Stirling Council Economic Development & Culture Service (Tourism & Marketing Team), reporting to the Service Manager - Culture, Events & Tourism. You will be required to support destination, inward investment and cultural promotions in Stirling, with a focus on the successful marketing of and audience development for, The National Wallace Monument. Close working and collaboration with the wider Tourism & Marketing Team is a critical function of this role.



Section C

Principal Purpose and Objectives

This section lists the main (headline) responsibilities/accountabilities of the job.

- This position is focused on the development, delivery and implementation of marketing activities and initiatives for The National Wallace Monument. The post holder is responsible for developing and delivering The National Wallace Monument Marketing Plan (aligned with Stirling's Tourism and Events strategy). This plan focuses on driving visitor traffic to the National Wallace Monument, using relevant and appropriate channels to maintain awareness of the attraction whilst cross-promoting wider Stirling and its attractions to meet the aims of the Tourism & Events Strategy. The successful implementation of the Marketing Plan is essential to achieve performance targets for the Monument, which is a key heritage attraction and an integral part of the tourism infrastructure in Stirling.
- The post holder will have specific responsibility for the key areas of communication (including digital marketing and social media); business development; liaison with external agencies and suppliers; the inception and co-ordination of special events, and on-site marketing activity.

Section D

Main Duties and Responsibilities

This section provides detail of the main responsibilities/accountabilities. Individual tasks may be included. Note these are illustrative only and are not exhaustive.

- Lead on the development and delivery of The National Wallace Monument Marketing Plan, aligning with Stirling's Tourism & Events Strategy.
- Liaise with agencies, contractors, suppliers, and other key contacts in managing marketing projects, including the production of marketing materials, and public engagement projects, including floodlighting of the Monument.
- Develop, deliver and monitor a series of campaigns each year to boost the profile of the National Wallace Monument and Stirling as a destination both for consumers and travel trade.
- Ensure the National Wallace Monument brand guidelines are implemented and adhered to at all times. Work closely with operational staff and external contractors to ensure brand compliance.
- Monitor and evaluate the performance of marketing activity.
- Assess and manage filming and PR enquiries relating to the Monument and Abbey Craig.
- Liaise closely with the on-site management team at the Monument to ensure that the attraction is delivering a consistently high standard of visitor experience, and support the successful delivery of products and services across key areas including online ticketing, and on-site interpretation and signage.
- Develop and implement the Digital Communications Strategy.
- Create and publish relevant and engaging digital content across social media channels.
- Develop and manage content for the National Wallace Monument website, and for other websites which carry information on the attraction.
- Collaborate with the wider Tourism & Marketing team to ensure The National Wallace Monument contributes to the overall development of Stirling's tourism profile.
- Ensure that the National Wallace Monument's website is performing successfully, with a focus on SEO and UX objectives.

- Increase the number of visits to the National Wallace Monument website, and implement initiatives aimed at improving all stages in the online customer journey.
- Ensure that enquiries received through online channels are responded to promptly and accurately.
- Manage subscriber databases (and lists), monitor the performance of e-mail communications, and produce and distribute regular e-newsletters with relevant content.
- Liaise with the Stirling Council Communications Team to secure positive and regular coverage for the Monument (across local, regional and national publications), and handle direct media enquiries and requests for photography, filming, information, etc.
- Plan and execute the Monument's programme of special events and activities, working closely with attraction-based management team and staff to ensure that all personnel are fully briefed accordingly.

Carry out all duties with due regard to the provisions of Health and Safety regulations and legislation, Data protection legislation, Diversity, Customer Service and any local agreements.

The post holder will contribute to and support the wider Tourism & Marketing Team functions, and will provide holiday and sickness cover for critical functions of the wider Tourism and Marketing Team, including social media monitoring and responding to enquiries.

Undertake any other duties as may be necessary from time to time, compatible with the nature of the post. It should be noted that the list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post.

Section E

Responsibility for Physical Assets, Data and Finance

This section details responsibility for **physical assets**, e.g. vehicles, buildings, stock control/procurement, **data**, e.g. computers, record keeping, **finance** e.g. budget holding/monitoring/cash handling.

- The post holder will have responsibility for www.nationalwallacemonument.com and associated social media accounts. This includes ensuring that all content is up to date and conforms to accessibility and security requirements by keeping certificates and support contracts up to date and managed.
- The post holder will be responsible for the procurement and day to day contract management of service providers including web hosting, graphic design and media.
- The post holder is responsible for maintaining accurate financial records, recording all relevant spend and ensuring adherence to procurement rules. The post holder will be required to manage allocated budgets for campaign projects and ongoing maintenance of our marketing platforms, ensuring that all spend falls within agreed limits.
- The post holder will develop and maintain databases used for direct marketing (including online communications), ensuring compliance with relevant Data Protection legislation (and GDPR provisions).
- The post holder will manage data used in monitoring marketing activity, and compile results for reporting purposes.

Section F

Communications Skills

This section notes examples of the individuals or organisations with whom the post holder will come into regular contact, and explains the nature of the communication and level of skill required by the post holder.

Acting as the voice for The National Wallace Monument, the post holder will have highly developed communication skills. They will develop a tone of voice for each platform ensuring that our consumer and travel trade audiences are targeted appropriately and consistently. This role is responsible for ensuring the reputation of The National Wallace Monument as a world class visitor attraction is protected and enhanced through exceptional communication style and content.

The post holder will require a high degree of interpersonal skills and the ability to engage with and act as the Monument's representative when dealing with a range of public, private and third sector organisations. Relationship-building skills, confidentiality and diplomacy are essential.

Internal: Managers, members of staff, partner organisations.

External: The University of Stirling, VisitScotland, Forth Valley College, Loch Lomond and Trossachs National Park, Voluntary Sector, external agencies, private sector, members of the media and general public, the third sector.

Section G

Mental Skills

This section details the level of problem solving, analysis, creativity, forward planning/scheduling required.

- Work autonomously, with personal accountability for decision making under managerial direction.
- Must be able to think creatively and conceive of exciting and engaging marketing content including campaigns to grow our audiences and their engagement.
- Be able to analyse situations and problems, and bring to resolution.
- The ability to observe trends in leisure marketing (and in tourism at a wider level) will be an essential requirement to enable the post holder to respond to opportunities.
- The ability to follow and assimilate developments in the field of digital technology will enable the post holder to contribute fully to the ongoing development and management of the attraction.
- An awareness of key changes and developments in consumer behaviour will enable the post holder to ensure that the attraction is capable of recognising and meeting the expectations and needs of visitors.
- The post holder must be capable of working independently, and will be expected to have an innovative approach to the marketing function for Stirling.

Section H

Working Environment and Physical Effort

This section details the predominant physical environment of the job e.g. Indoor/outdoor working, hazardous conditions, plus any specific physical effort. Any need for out of hours working will be noted.

- The post may involve working outside normal hours, and attendance at events away from the normal location(s).
- The post-holder will be required to work flexibly including out of hours and weekends.

Section I

Knowledge and Skills

This section details the knowledge and skills including any qualifications, specific training or experience required.

Essential Criteria:

- Educated to degree level in Marketing or similar.
- Strong copywriting skills for online channels and print.
- Knowledge of web design and development.
- Experience of managing and writing content for a website CMS.
- Experience of Google analytics and Search Engine Optimization tools.
- Experience of email, adwords and/or display advertising campaigns.
- Experience of identifying target audiences and devising campaigns that engage, inform and motivate.
- Proof reading and editorial skills with a good eye for detail.
- Excellent digital marketing skills including effective use of social media channels to deliver successful campaigns.
- Strong analytical and ICT skills.
- Project management experience.
- Highly creative.
- Knowledge and experience of applying marketing principles and brand management.
- Knowledge and experience of implementing effective social media techniques.
- Be able to analyse complex and wide-ranging information and develop strategies and plans.
- Be capable of exercising initiative and applying this to finding and implementing solutions to a range of situations and problems.
- Have experience of developing and implementing marketing plans.
- Have the ability to work effectively under pressure and respond positively to criticism.
- Experience of managing contracts and service providers.
- Ability to work to time and budget constraints.
- Excellent communication skills.
- Excellent time management and prioritisation skills.

- Full Current UK Driving Licence.

Desirable Criteria:

- Knowledge of tourism trends and priorities.
- Experience of travel trade sales and promotion.
- Knowledge of inward investment trends and priorities.
- Knowledge and experience of tourism or travel trade PR.
- Have an understanding of local and national economic development issues.