



Unicorn Preservation Society

Job Description

Job Title: Marketing & Communications Officer

Location: Dundee City Centre with the possibility of some hybrid working

Line Manager: Senior Fundraising Officer

Job Family: Fundraising & Communications

Working Hours: Full-time including some evenings and weekends

Annual Leave: 34 Days including public holidays and closures (Christmas and New Year)

Contract Length: Until end May 2026. Contracts may be extended beyond this, subject to funding.

Grade: 2

Salary: £26,500 per annum

Introduction

Launched in 1824, HMS Unicorn is the third oldest ship in the world still afloat and Scotland's only surviving wooden warship. Now an Accredited Museum in Dundee's City Quay, visitors can explore four decks that offer a unique glimpse into 19th century naval life.

Our mission is to deliver a world-class museum experience while safeguarding HMS Unicorn's future and making our collections accessible to all. We aim to inspire visitors and staff alike, providing lifelong learning and engagement opportunities for our local communities and beyond.

The Unicorn Preservation Society (UPS) has recently secured nearly £1 million from the National Lottery Heritage Fund to advance Project Safe Haven - our ambitious conservation initiative to relocate HMS Unicorn to Dundee's East Graving Dock. This critical move will ensure the long-term preservation of this irreplaceable maritime treasure while creating a purpose-built visitor centre that will transform Dundee's historic waterfront and enhance community engagement.

This role is made possible through National Lottery Heritage Fund support and represents an exciting opportunity to join our team at a pivotal moment in HMS Unicorn's 200-year history.

Main Purpose of Role

The Marketing & Communications Officer will play a vital role in raising the profile of HMS Unicorn and the Unicorn Preservation Society, with a primary focus on fundraising communications to secure HMS Unicorn's future. Sitting within the Fundraising & Communications team, this role will support the development and delivery of Project Safe Haven by enhancing our traditional media presence while growing our digital footprint across key platforms. The postholder will tell



compelling stories about HMS Unicorn's heritage and future plans through press releases, articles, social media content, and promotional materials.

Working closely with the Senior Fundraising Officer and receiving support from the Chief Executive Officer, the Marketing & Communications Officer will chart the progress of Project Safe Haven and contribute significantly to the organisation's fundraising communications strategy. This role will help build and maintain relationships with key stakeholders, including media outlets, partners, and supporters, while ensuring consistent messaging across all communications channels to promote both UPS and Project Safe Haven effectively.

Key Duties and Responsibilities

Fundraising Communications

- Develop and implement fundraising communications strategies focused on securing HMS Unicorn's future through Project Safe Haven and other UPS initiatives
- Create compelling content for fundraising campaigns, including case statements, donor communications, and impact reports
- Work with the Senior Fundraising Officer to produce tailored communications for different donor segments
- Support the development of funding appeals and applications with relevant communications materials
- Craft messaging that effectively communicates the importance and urgency of saving HMS Unicorn
- Track and report on the effectiveness of fundraising communications to continuously improve approaches

Marketing

- Promoting HMS Unicorn as a visitor attraction and helping to increase visitor numbers
- Develop marketing plans for HMS Unicorn events and activities
- Create promotional content for events across various platforms
- Work with the events team to maximise attendance and engagement
- Evaluate the success of event marketing activities and recommend improvements

Media Relations

- Develop and maintain relationships with local, regional, and national media
- Serve as the first point of contact for journalists and communications professionals
- Write and distribute press releases and media statements
- Monitor and report on media coverage
- Support the development and implementation of crisis communications plans



- Ensure consistent messaging across all external communications

Digital Communications

- Manage HMS Unicorn's social media presence, with particular focus on Instagram, BlueSky, and LinkedIn
- Create engaging content that showcases HMS Unicorn's heritage and Project Safe Haven developments
- Monitor and analyse social media performance and engagement
- Stay abreast of digital communication trends and recommend new approaches
- Maintain and update the HMS Unicorn website

Content Creation

- Produce high-quality written content for various platforms, including the website, newsletters, and publications
- Develop visual content to support communications activities
- Document Project Safe Haven progress through photography, video, and written narratives
- Edit and proofread content to ensure high standards across all communications
- Support the production of the organisation's annual report and other key publications
- Assist with the development of promotional materials and merchandise

External Representation and Team Support

- Represent HMS Unicorn at events and networking opportunities as required
- Work closely with the CEO on communications that require strategic oversight
- Support other communications activities as needed within the Fundraising & Communications team
- Undertake any other reasonable duties as directed by the Senior Fundraising Officer and the CEO

General Duties

- Adhere to HMS Unicorn's policies and procedures including health and safety, security, and fire regulations
- Represent HMS Unicorn professionally to visitors, stakeholders and partners
- Participate in team meetings and staff development activities as required
- Undertake training and development as required for the role and maintain professional knowledge and skills



PERSON SPECIFICATION

This section details the attributes, skills, knowledge, qualifications and competencies which are required in order to undertake the full remit of this post.

Essential Criteria

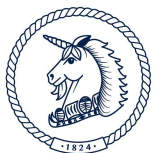
- Minimum of 2 years' experience in a communications or marketing role
- Experience of developing and implementing successful communications strategies
- Strong track record in creating content for traditional media (press releases, articles)
- Experience of managing organisational social media channels and growing online presence
- Experience of working with media outlets and building positive relationships with journalists
- Experience of supporting fundraising activities through communications
- Excellent writing skills with the ability to adapt style for different audiences and platforms
- Strong interpersonal skills and ability to build relationships with stakeholders
- Proficient in Microsoft 365 applications (Teams, Outlook, SharePoint, Word and Excel)
- Excellent organisational skills with ability to manage multiple projects simultaneously
- Creative thinker with an eye for engaging content opportunities
- Understanding of brand voice and consistent messaging
- Self-motivated with ability to work independently and as part of a team
- Willingness to work occasional evenings and weekends for events

Desirable Criteria

- Experience of working in the heritage, arts, culture or charity sector
- Experience in production of marketing and promotional materials
- Experience of editing photos and videos for communications purposes (e.g for the UPS website or Instagram channel)
- Experience of documenting long-term projects or capital developments
- Experience of planning and delivering communications for events
- Experience of website management
- Proficiency with design software such as Canva
- Knowledge of maritime history or heritage
- Knowledge of analytics tools for measuring communications effectiveness
- Understanding of GDPR and other relevant regulations

Essential Criteria – requirements without which a candidate would not be able to undertake the full remit of the role. Applicants who do not clearly demonstrate in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

Desirable Criteria – requirements which would be useful for the candidate to hold. When shortlisting, these criteria will be considered when more than one applicant meets the essential requirements.



The Unicorn Preservation Society is a charity registered in Scotland, registration number SC002771 and is a company limited by guarantee, registration number SC046145.



Access Information

HMS Unicorn is currently not fully physically accessible for all users, and there are therefore physical requirements that come with this role on board a wooden, historic ship.

- HMS Unicorn is accessed via an entry gangway which can rise up to a 50-degree angle at high tide and dip to a 50cm drop at low tide.
- The different decks on board HMS Unicorn are only accessible via ladderways.
- For a full description of access aboard HMS Unicorn, please refer to our access guide available on request.

Career Development and Fair Work

At the Unicorn Preservation Society, we are committed to supporting the professional growth and development of our staff. While we recognise that as a small organisation advancement opportunities may be limited, we have a duty to support our team members to be their best and to prepare them for future career growth. We create clear progression pathways, support skills development, and empower staff to achieve their professional potential, whether within UPS or as they move on to broader opportunities in the heritage sector.

As a Fair Work employer, we adhere to key principles that ensure an equitable and supportive workplace:

- **Voice:** We ensure staff have opportunities to contribute to organisational decisions
- **Security:** We provide appropriate job security and consistency of hours where possible
- **Opportunity:** We support skills development and career progression
- **Respect:** We foster a workplace culture of dignity and respect
- **Fulfilment:** We create meaningful work environments

UPS is committed to ensuring all staff receive at minimum the Real Living Wage as defined by the Living Wage Foundation. Our salary structure reflects both Museums Association recommendations (adjusted for regional context) and competitive positioning within the Scottish independent museum sector. We believe fair pay is essential to maintain staff wellbeing, reduce turnover, enhance engagement, and uphold our reputation as a responsible employer.

Through our formal grading structure, we provide clear pathways for progression and professional development, with regular reviews to support your growth and career aspirations.

Equal Opportunities

The Unicorn Preservation Society is a Disability Confident Committed employer and operates a Guaranteed Interview Scheme for people living with a disability who fulfil the essential criteria in



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the job specification. If you would like to be considered under the Guaranteed Interview Scheme, please let us know as part of your application.

HMS Unicorn is committed to the principles of Fair Work and paying the real Living Wage to all our employees. We believe that fair work practices lead to better outcomes for individuals and organisations, contributing to a more successful economy and inclusive society. As an employer, we are dedicated to providing appropriate channels for effective workers' voice, investing in workforce development, opposing inappropriate use of zero-hours contracts, and offering flexible working from day one of employment where possible.

Our commitment to fair work extends to addressing workplace inequalities, including pay and employment gaps. We strive to create a workplace where all staff are treated with dignity and respect, regardless of their background or personal characteristics.

All staff and volunteers working with UPS must undergo Disclosure and PVG checks.

How to Apply

We encourage applicants to apply by submitting:

- A CV and covering letter explaining how you meet the requirements of the role

Please submit informal enquiries and applications to: recruitment@hmsunicorn.org.uk

Application deadline: 09:00 on Monday 2 June 2025

Interview date: Week commencing 9 June 2025

Applicants will be asked to give a presentation on a related topic followed by a competency-based interview. Applicants will be required to bring proof of right to work in the UK to the interview. This should either be a UK passport, birth certificate, or form of ID recognised by the Home Office.

Further details here - <https://www.gov.uk/prove-right-to-work>

