

Role: Marketing & Communications Officer	Region / Department: Audiences & Support
Reports to: Head of Communications	Pay Band: Grade 4 Lower (£31,925 - £35,134)
Location: Glasgow /Edinburgh/Helensburgh	Type of Contract: Full-Time, Fixed Term for 40 Months. (Role Starting January 2026)
COST CENTRE (e.g.: 3CUZ): 2416	ACTIVITY CODE (e.g.: VSZ):

CONTEXT

The National Trust for Scotland is the charity that cares for, shares and speaks up for Scotland's magnificent heritage. Since 1931, we've pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. We're Scotland's largest membership organisation and we're independent from government.

Working closely with colleagues across Scotland, we protect, enhance and build the Trust's reputation, positioning our charity as a leader in protecting and sharing Scotland's natural, cultural and historic places for everyone to enjoy. By listening to our audiences and placing them at the heart of what we do, we grow support for our charity, increasing membership, inspiring visits and generating vital income through philanthropic work.

JOB PURPOSE

This is a fixed term role delivering communications activity for The National Lottery Heritage Fund supported Mackintosh Illuminated Project which runs from 2025 – 2029.

The Trust is the custodian of two of Charles Rennie Mackintosh and Margaret Macdonald's most outstanding, publicly accessible places: The Hill House and Mackintosh at the Willow. Together, these sites welcome 280,000 visitors annually, promoting the cultural legacy of Mackintosh and engaging visitors with the life and works of two of Scotland's most influential artists. The Mackintosh Illuminated Project will bring together these two properties in a joint engagement, communications and marketing and outreach programme to spotlight the design duo, sharing, celebrating and inspiring as many as possible with their creative genius and the beauty of their creations and create the foundation for a reappraisal of how Mackintosh and Macdonald are perceived and appreciated locally and internationally.

The post-holder will be the communications lead on Mackintosh Illuminated Project acting as the key link between the Project Director, other project leads, Operations Managers and staff at both sites and the Audiences & Support Directorate. The role will ensure that there is a planned and proactive programme of communications showcasing the development and progress of all aspects of the project

as part of the Trust's brand, marketing, communications and audience strategies. The postholder will collaborate with stakeholders across Trust supporting both local priorities and national organisational objectives, and external partners too.

The role is part of the Audiences & Support Directorate and there is flexibility in the role location. Frequent travel to Edinburgh, Glasgow and Helensburgh will be part of this role.

This role is suitable for internal secondment.

KEY RESPONSIBILITIES

1. Develop and deliver an integrated communications plan and content to generate support for the Mackintosh Illuminated Project among key audiences, supporters and stakeholders, contributing to the delivery of the project's objectives, and ensuring that all funder recognition and publicity requirements are met.
2. Build a strong relationship with the Project Director, other project leads, including the Community Engagement Officer and Operations Managers and teams onsite to maintain an overview of the project, to develop ongoing communications and content ideas and to ensure a smooth flow of project information to colleagues within the Audiences & Support Directorate, attending meetings as relevant.
3. Contribute to the development of the Mackintosh at the Willow Growth Strategy working closely with the Destination Marketing Manager and the Head of Marketing and ensuring its alignment to brand, regional and national marketing strategies.
4. Working with the Communications and Content teams, lead on researching, developing and writing content which covers the Mackintosh Illuminated Project, including media releases and/or stories for the website.
5. Working with the Communications Team, pitch stories, issue press releases, manage and maintain media contacts and monitor and log the Trust's media responses relating to the Mackintosh Illuminated Project.
6. Work with the Social Media Manager to plan relevant project social media activity, in line with the Trust's social media strategy, ensuring that key Trust messages including membership and brand, are amplified including on relevant property channels.
7. Working with the Marketing Team to deliver marketing activity which drives awareness, visits, membership and other secondary spend at both properties.
8. Monitor, track and report on the impact of both of all communications and content activity, and provide reports as required for the project administration and fundraising colleagues, and external stakeholders.
9. Working with the Marketing Team, develop links with Mackintosh and tourism partners, relevant destination initiatives and tourism initiatives to position regional properties to national and international visitors, as appropriate.
10. Work with the Filming and Communication Managers to facilitate filming, media opportunities and VIP visits.

11. Coordinate a rolling programme of photography, film and audio assets across the properties in line with the Trust's brand style.
12. Attend key meetings at the properties and in Audiences & Support Directorate to ensure an integrated approach across all regional marketing communications activity and in line with the Trust's overall marketing, communications and audience strategies.

The current duties of this job do/ do not require a criminal records (Disclosure Scotland) check to be carried out.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Qualifications

Essential

- A relevant degree or Marketing-or Communications specific qualification or equivalent experience.

Experience

Essential

- Knowledge and understanding of the complete marketing mix, including media relations, communications and social media.
- Understanding of different audiences and how to successfully engage with them.
- Good teamwork and problem-solving skills.
- Creative, collaborative and proactive approach.
- Demonstrable high levels of interpersonal and communication skills and confidence in dealing with a wide range of stakeholders, including funding organisations.
- Demonstrable experience of the Trust's core Values (brave, caring, curious, inclusive, vibrant)
- Competent user of Microsoft Office products.
- Ability to manage time efficiently and effectively.
- A current valid driving licence.

Desirable

- Experience of working across geographically diverse multi property portfolio

DIMENSIONS AND SCOPE OF JOB

People Management

- No line management responsibility
- Close working relationship with property teams, regional teams and other directorates
- Work with Marketing agencies and external consultants as required
- Post holder will be in regular contact with a wide range of internal and external stakeholders

Tools / equipment / systems

- Microsoft Office systems including OneDrive, Teams, Excel
- Website CRM (training provided) including the Trust's events platform
- Social media management tools (training provided)

Key performance indicators and targets

- Contributes to both regional and A&S KPIs including a range of brand metrics, as well as visitor targets and engagement across property social channels.

The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

How to Apply

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk by Sunday 30th November 2025.

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example, "Marketing & Communications Officer - NTS"