

Role: Marketing Executive	Region / Department: Audiences & Support
Reports to: Marketing Manager	Pay Band: Grade 4 Lower, £31,925 - £35,134 pro-rata, per annum
Location: Broadstone Building, 50 South Gyle Crescent, Edinburgh, EH12 9LD. Flexibility to include working-at-home under our hybrid working arrangements.	Type of Contract: Fixed Term Maternity Cover (Approx 12 months) Full-Time, 40 Hours Per Week.
COST CENTRE (e.g.: 3CUZ): 2301	ACTIVITY CODE (e.g.: VSZ): PPZ

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 Scotland's most treasured buildings, collections and landscapes. We're Scotland's largest membership organisation and we're independent from government.

The Audiences & Support (A&S) directorate brings together a range of creative and specialist skills to build support for our charity. Working closely with colleagues across the Trust, 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 secondary spend plus generating vital income through fundraising and legacies.

More information about the Trust can be found on our website: nts.org.uk

JOB PURPOSE

The role of the Marketing Executive is to help plan, deliver and evaluate marketing activity that supports our charity's vision and objectives.

The post-holder will work closely with A&S colleagues to support property marketing and seasonal events; membership recruitment and retention campaigns; brand activity; fundraising campaigns plus commercial marketing support including retail, weddings and F&B.

This is a fixed term maternity cover role for approximately 12 months.

KEY RESPONSIBILITIES

1. Assist Marketing Managers to develop and deliver marketing plans and tactics to increase visitor and member numbers and meet A&S objectives.
2. Assist in developing appropriate marketing messaging and collateral in support of agreed marketing plans, tactics and other activities.
3. Build and maintain strong relationships with A&S colleagues, property teams, regional teams and other directorates to keep up to date with developments, needs and opportunities.
4. Maintain and enhance good working relationships with external partners on promotional activity for properties such as VisitScotland and Discover Scottish Gardens.
5. Deliver compelling content/promotion of properties in national, regional, and local tourism publications and websites and manage property listing with partners such as VisitScotland.
6. Support planning and delivery of property event marketing across the season, including Easter, Summer, Halloween and Christmas.
7. Help plan and deliver paid-for marketing activity for cross-functional teams (i.e., Retail, Fundraising, Property teams, Commercial etc.)
8. Identify ad hoc opportunities to enhance marketing activity across the marketing team, more widely within A&S and throughout the Trust.
9. Monitor, track and report on results of campaign activity across the Marketing team

The current duties of this job don't require a criminal records (Disclosure Scotland) check to be carried out.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Qualifications

Essential

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

Experience

Essential

- Knowledge of the complete marketing mix and understanding of marketing planning.
- Understanding of above and below the line marketing tools with an eye to future marketing approaches.
- An understanding of different audiences and how to successfully engage with them.
- Experience of working with marketing agencies/external consultants and writing campaign briefs.
- Good teamwork skills.
- Creative and collaborative.
- A proactive approach with problem solving skills.
- Demonstrable high levels of interpersonal and communication skills and confidence in dealing with a wide range of stakeholders.
- Demonstrable experience of the Trust's core Values (brave, caring, curious, inclusive, vibrant).

- Ability to manage time efficiently and effectively in an environment of changing priorities.
- A current valid driving licence, with the ability and confidence to drive in the UK.

DIMENSIONS AND SCOPE OF JOB

People Management

- No line management responsibility
- Close working relationship with A&S, property teams, regional teams and other directorates
- Post holder will be in regular contact with a wide range of internal and external stakeholders

Tools / equipment / systems

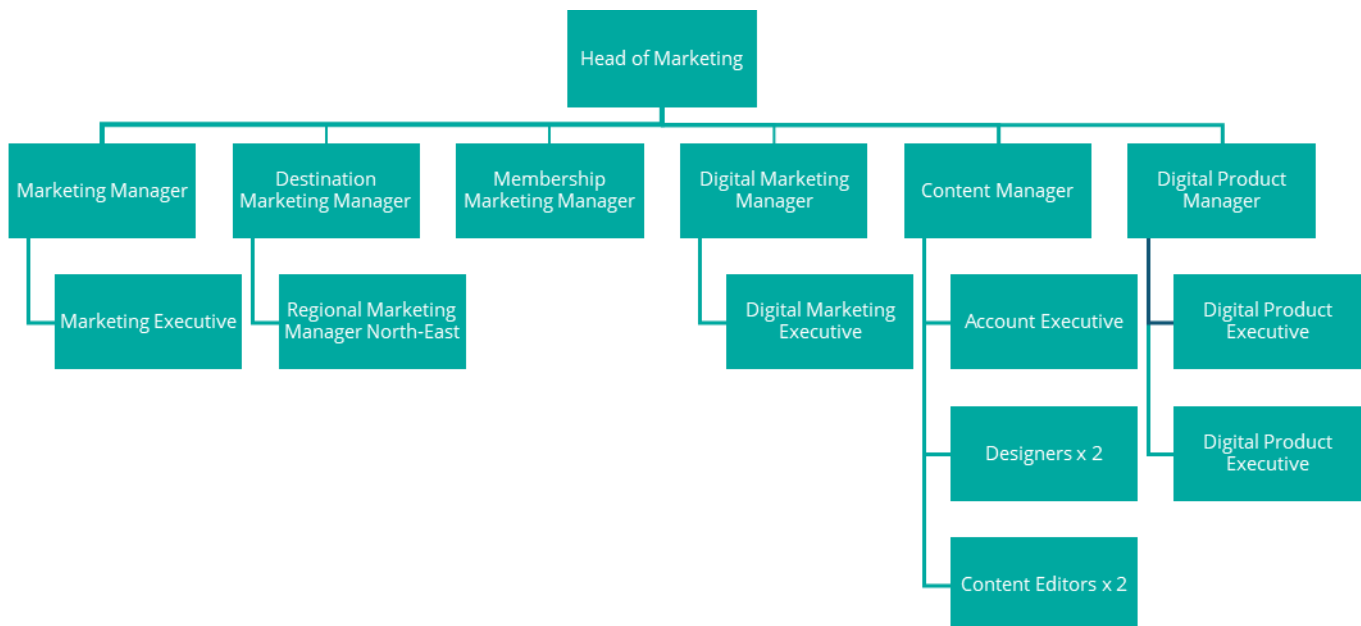
- Microsoft Office systems including OneDrive, Teams, Excel, and SharePoint
- Website CRM (training provided) including the Trust's events platform

Key performance indicators and targets

- Contributes to key A&S KPIs including a range of brand metrics, as well as visitor, membership and fundraising targets.

Organisation chart

Audiences & Support – Marketing



Workplace context

While this role is primarily based at the Edinburgh office, there is some flexibility to work from home or at another Trust location as agreed with your line manager. Regular travel to other Trust locations and other sites will be required. Note that as the Trust's places are often in remote or rural locations where public transport may be limited, the ability and confidence to drive in the UK is essential.

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 1st February 2026.

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 Executive - NTS"