



LIVE BORDERS

RECRUITMENT PACK
DIGITAL MARKETING &
COMMUNICATIONS OFFICER

ABOUT LIVE BORDERS

Live Borders is a forward-looking charitable trust at the heart of the Scottish Borders, delivering active, creative, heritage, life-long learning and community services that make a real difference to people's lives.

We exist to help communities thrive - physically, creatively and socially. Every day, our teams support people to be active, curious and connected, whether that's through sport and fitness, libraries and learning, arts and heritage, museums, events or community programmes.

Since our establishment in 2016, Live Borders has brought together sport, leisure, culture and learning services into one organisation with a shared purpose: to improve wellbeing, reduce inequality and strengthen communities across one of Scotland's most distinctive regions.

A PLACE-BASED ORGANISATION DELIVERING SOCIAL IMPACT

The Scottish Borders is a unique place - rural, diverse and deeply connected to its communities. Live Borders reflects that. We deliver services across towns, villages and rural communities, reaching people of all ages and backgrounds.

Each year, we support more than a million visits to our sport and leisure facilities and hundreds of thousands of visits to our cultural venues and services. But our ambition goes beyond numbers. We want to ensure that what we offer is relevant, inclusive and responsive to the changing needs of the communities we serve.

We reinvest every penny we generate back into services and communities, ensuring public value and social impact sits at the heart of everything we do.

A TIME OF OPPORTUNITY AND CHANGE

Live Borders is on an exciting journey. With new leadership and a clear focus on impact, we are strengthening how we engage with communities, partners and stakeholders, and how we tell our story.

This is a place for people who want to make a difference - who are motivated by purpose, but also excited by change, improvement and innovation.

A MESSAGE FROM OUR CHIEF EXECUTIVE



THANK YOU FOR YOUR INTEREST IN JOINING LIVE BORDERS.

Live Borders plays a vital role in the life of the Scottish Borders. Every day, our teams support people to be active, creative, curious and connected, through active living, creativity, culture and heritage, learning and community services. The impact of this work is felt across our communities, and it matters deeply.

We are a values-led organisation with a strong sense of purpose, and we are also one that is evolving, responding to the changing needs of our communities, the challenges facing the public and third sectors, and the opportunities ahead of us. This is a moment to be ambitious, thoughtful and bold about how we deliver our services and how we engage with the people we serve.

Everyone who works at Live Borders plays a part in our success. We are looking for people who care about people and place, who bring ideas, enthusiasm and commitment, and who want to do work that makes a positive difference. Whether your role is frontline, operational, specialist or strategic, you will be supported to contribute, grow and do your best work.

At Live Borders, we value openness, inclusion and teamwork. We believe that empowered people deliver the best services, and we are committed to creating an environment where our teams can grow, develop and do their best work.

If you are motivated by purpose, excited by change and keen to be part of an organisation rooted in community and impact, I encourage you to consider joining us.

I look forward to welcoming you to Live Borders.

A handwritten signature in black ink, appearing to read "cm" followed by a stylized flourish.

Catriona McAllister

Chief Executive
Live Borders

ABOUT THE TEAM

We're building something new at Live Borders, and we'd love the right person to be part of it.

Our Engagement team has recently brought together marketing and communications, fundraising, community engagement, insight and customer excellence under one roof. We're genuinely excited about what that means for how we reach and support the communities we serve.

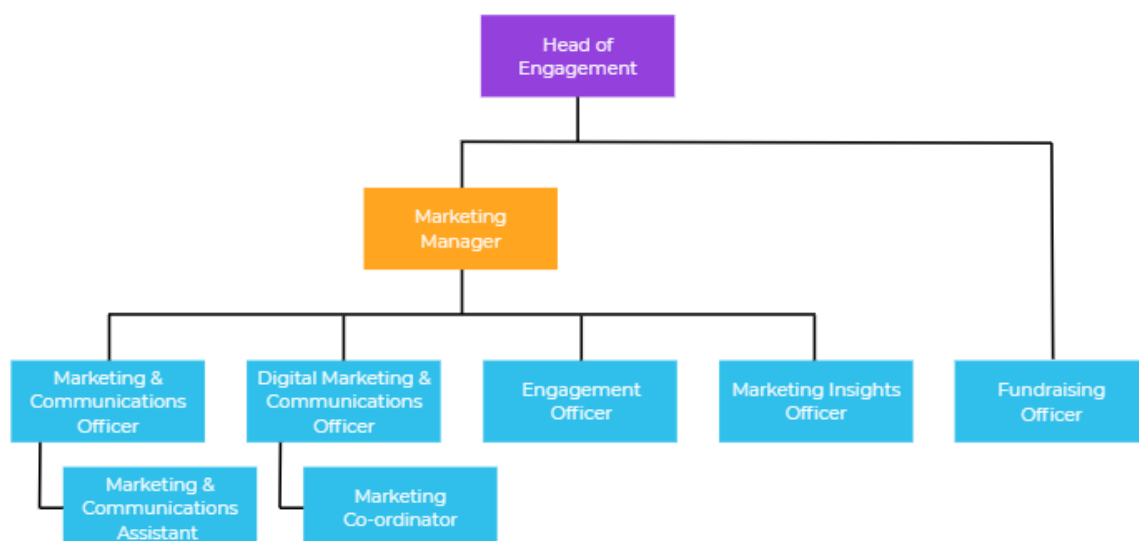
The timing couldn't be better to join. We're in the process of launching a new strategy, there's real energy and ambition across the charity right now, and the work this team does will sit right at the heart of that journey. We want people who'll get stuck in, bring ideas, and help shape what good looks like for us.

We won't pretend there isn't challenge ahead in setting up this new function - that's part of what makes it an exciting opportunity. We're looking for people who want to be on that journey with us, who see the challenges as something to get stuck into rather than shy away from.

And what we do genuinely matters. Whether it's getting someone through the doors of a leisure centre for the first time, connecting a community with their local library, or bringing people together through arts and culture - every part of what Live Borders delivers makes a difference to people's lives across the Scottish Borders.

The breadth of what the charity offers - sport and leisure, libraries, museums, arts, events and visitor attractions - also means there's no shortage of variety, challenge or opportunity to grow. If you're looking for a role where you can make your mark, develop your skills and do work that means something, we think you'll find it here.

You'll find the full job description below, setting out the responsibilities and skills we're looking for in more detail. We know it's not always possible to tick every box, and we don't expect you to. If you have the core skills and experience we're looking for and you're excited by what you've read, we'd encourage you to apply (you'll find the link at the end of this pack) - there's plenty of scope to continue to develop and grow within the role and the wider team.



THE ROLE

Job Title	Digital Marketing and Communications Officer
Hour Of Work	37 hours (can be worked flexibly)
Salary	Grade 7 (£31,052.92 – £33,571.79)
Holidays	30 days, plus 4 public holidays
Location	HQ, Newtown, St Boswells / Hybrid
Reports To	Marketing Manager
Responsible For	Marketing Co-ordinator
Closing Date	9am Monday 16 June

JOB PURPOSE

To lead the development and delivery of Live Borders’ digital marketing activity, with responsibility for the organisation’s digital channels, platforms and data-driven communications. The post holder will be responsible for building and executing digital marketing activity that grows audience engagement, drives participation across Live Borders’ services, and supports the organisation’s charitable mission to create healthier, happier and stronger communities across the Scottish Borders.

Working under the direction of the Marketing Manager and Head of Engagement, the Digital Marketing Officer will be the lead for the organisation’s website, app, social media, paid advertising, CRM-led communications and digital marketing analytics. They will also champion the responsible use of AI and emerging digital tools across the Engagement team.

KEY RESPONSIBILITIES

Strategy, Planning & Insight

- Contribute to the development of Live Borders’ Digital Marketing and Communications Strategy, working collaboratively with and under the direction of the Marketing Manager and Head of Engagement.
- Develop annual digital marketing plans that align with organisational priorities and service areas, setting clear objectives, audiences, channels and KPIs.
- Be the lead for digital marketing analytics across all channels, providing regular reporting on performance against objectives and KPIs, and using insight to make evidence-based recommendations.
- Stay current with digital marketing trends, platform developments and best practice, bringing relevant insight and recommendations to the team.

Website & App

- Act as the lead for the Live Borders website and app, managing content, user experience, performance and ongoing development.
- Work with suppliers and internal teams to ensure the website and app are accurate, accessible, on-brand and effective in driving audience actions.
- Monitor and improve website and app performance using analytics, making data-led recommendations for improvements.

Social Media

- Lead the planning, creation and delivery of organic social media content across Live Borders' channels, in line with brand guidelines and audience strategies.
- Manage the social media content calendar, ensuring timely, relevant and engaging content across all services, and monitor performance and trends, adapting approaches accordingly.

Paid Advertising & CRM

- Lead and manage Live Borders' paid digital advertising activity, including Google Ads, Meta Ads and other relevant platforms, planning and optimising campaigns to support audience growth, service promotion and revenue objectives.
- Act as the Marketing team's lead for the CRM system, ensuring it is used effectively to support segmented, targeted and personalised communications, and lead the planning and delivery of all e-communications.
- Develop and implement automated marketing communications where appropriate, improving efficiency and audience engagement across the customer journey.

Content, Brand & Campaigns

- Act as a brand guardian for Live Borders across all digital channels, ensuring consistent application of brand guidelines, tone of voice and visual identity.
- Work collaboratively with colleagues across the organisation to produce and coordinate digital content for Live Borders' broad range of services, ensuring it is accurate, accessible, inclusive and aligned with campaign objectives.
- Lead the development of digital-only campaigns from initial brief through to delivery and evaluation, collaborating with internal stakeholders and service leads to develop content that is engaging, on-brand and effective across digital channels.

AI & Innovation

- Act as the Marketing team's AI champion, proactively identifying opportunities to use AI tools to improve processes, content creation, reporting and overall team output.
- Research, test and recommend AI and digital marketing tools that could enhance the team's effectiveness, and support colleagues in building confidence and capability in using new tools responsibly.

Stakeholder, Supplier & Budget Management

- Manage day-to-day relationships with digital suppliers and agencies, ensuring delivery to time, cost and quality, and provide professional digital marketing advice to internal stakeholders on channel selection, content approach and audience targeting.
- Manage allocated digital marketing budgets, monitoring spend and ensuring activity delivers value for money, and process requisitions, purchase orders and invoices in line with financial procedures.

The post holder will also line manage the Marketing Co-ordinator, providing clear direction, day-to-day guidance and regular support to help them develop professionally and deliver high-quality work aligned to team priorities.

Other Details

- Undertake any other reasonable duties which may be requested by Live Borders
- Requirement to work out with normal hours (evenings/weekends): Occasional, by arrangement.
- Full UK Driving Licence and access to vehicle essential.
- Live Borders offers a flexible, hybrid working environment. For this role we'd typically expect around 2-3 days per week in the office, though we're open to a conversation about what works for the right candidate.

SKILLS, KNOWLEDGE & EXPERIENCE

Essential

- Proven experience in a marketing role, with demonstrable responsibility for planning, delivering and evaluating digital marketing activity across multiple channels.
- Strong working knowledge of social media platforms, paid advertising (Google Ads, Meta Ads) and email marketing.

- Experience managing or significantly contributing to website content and performance, ideally using a CMS.
- Experience using CRM systems to manage and deliver audience communications.
- Ability to interpret digital analytics and use data to improve performance and inform strategy.
- Strong organisational skills, with the ability to manage multiple priorities, projects and deadlines simultaneously.
- Excellent written communication skills, with the ability to adapt tone and content for different audiences and channels.
- Ability to work collaboratively with colleagues and suppliers, providing clear and practical advice.
- Familiarity with AI tools and their application in a marketing context.
- Understanding of brand management, audience segmentation and customer journey mapping.

Desirable

- Experience developing or contributing to digital marketing strategies or annual plans.
- Experience setting up and managing marketing automation and customer journey workflows within a CRM system.
- Experience working in a public sector, third-sector, leisure, culture or customer-focused organisation.
- Experience using design tools such as Canva or the Adobe Suite.
- Relevant marketing or digital marketing qualification, or equivalent professional experience.
- Experience of line managing or supervising others, with the ability to provide clear direction, feedback and support.

PACKAGES & BENEFITS

Pension: Starts with a 5% company contribution into an Aviva scheme, increased to 10% after 2 years service. After 5 years service, you can join the Local Government Pension Scheme (current company contribution is 17%)

Holidays: Starts at 30 days of annual leave plus 4 public holidays (for Christmas and New Year). Increases with service up to a maximum of 35 days after 6 years' service.

Free membership at our Gyms & Swimming Pools

Free entry to our Attractions (e.g. The Great Tapestry of Scotland, The Jim Clark Motorsport Museum)

Death in Service benefit of 3 times salary

ASVA membership: We are a corporate member which means staff can get free access to other member attractions, including Edinburgh Zoo and Historic Scotland sites.

Cycle scheme: Saves the employee tax and NI contributions on the purchase of a new bike and accessories

Help@Hand: Employee assistance programme which includes a variety of services including a 24 Hour advice and information line with support including:

- Counselling and legal information
- Financial Support
- Remote GPs where employees can arrange a call back from a practising UK GP 24/7
- Savings and discounts – access savings and rewards across a variety of big brands

HOW TO APPLY

If you would like more information or an informal chat about the role, please contact Niamh Barton-Maynard, Head of Engagement on nbarton-maynard@liveborders.org.uk

**If you would like to apply for this post, head to
<https://liveborders.bamboohr.com/careers>**

