



LIVE BORDERS

RECRUITMENT PACK

MARKETING INSIGHTS 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.

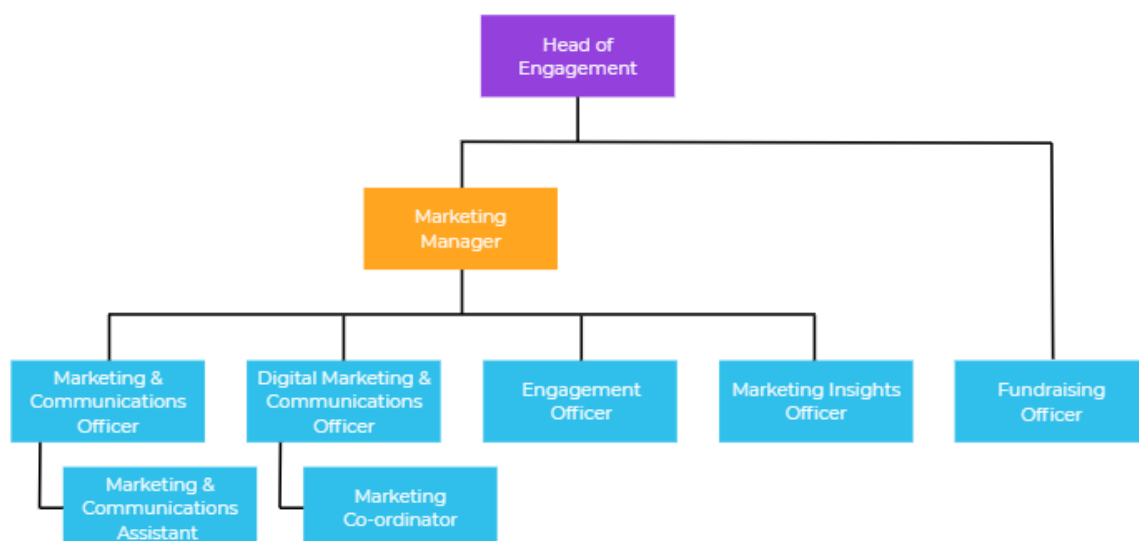
The timing couldn't be better to join. We're in the process of launching a new strategy, there's real energy and ambition across the charity right now, and the work this team does will sit right at the heart of that journey. We want people who'll get stuck in, bring ideas, and help shape what good looks 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	Marketing Insights Officer
Hour Of Work	19 hours (can be worked flexibly)
Salary	Grade 7 (£31,052.92 – £33,571.79) (pro-rata salary £15,946.09 - £17,239.57)
Holidays	30 days, plus 4 public holidays (pro rata)
Location	HQ, Newtown, St Boswells / Hybrid
Reports To	Marketing Manager
Closing Date	9am Monday 16 June

JOB PURPOSE

To gather, analyse and interpret data and insight that helps Live Borders understand its communities, audiences and customers - and to share that understanding in ways that help colleagues across the organisation develop services and experiences that are genuinely led by customer demand.

The post holder will bring an evidence-led perspective to how Live Borders thinks about its offer, working collaboratively with colleagues in service delivery, engagement and marketing to ensure that decisions about new and existing services are informed by a genuine understanding of communities and customers. This includes horizon scanning for emerging trends in fitness, leisure and culture; building a detailed picture of the communities and geographies Live Borders serves; leading on customer satisfaction measurement; and supporting a culture where insight into what people want and need is part of how Live Borders develops its offer.

KEY RESPONSIBILITIES

Data, Analysis & Reporting

- Gather and analyse data from a range of sources, including CRM systems, booking and ticketing platforms, social media, email platforms and secondary research, to build a clear picture of Live Borders' audiences and communities.
- Work closely with the IT and data team to develop and maintain reporting dashboards.
- Produce clear, accessible insight reports and briefings tailored to different audiences - from frontline colleagues to senior leaders - and present findings with confidence and without unnecessary technical jargon.
- Contribute to wider marketing team reporting and evaluation, sharing audience insight to inform campaign planning and strategy.

- Ensure all insight activity complies with GDPR, data protection legislation and organisational policies, and promote good practice in data management across the team.

Geographic & Audience Understanding

- Develop and maintain a detailed, up-to-date understanding of the communities and geographies Live Borders serves, drawing on census data, deprivation indices, population demographics, travel patterns and other relevant secondary sources.
- Build and maintain audience profiles and segmentation models that reflect the diversity of Live Borders' actual and potential customer base across the Scottish Borders.
- Identify under-served communities or audiences - whether by geography, demographics or other factors - and share findings with colleagues to inform engagement, service planning and marketing targeting.
- Work with Engagement colleagues to ensure quantitative audience data complements qualitative community insight, building a joined-up picture of who Live Borders is and isn't reaching.

Customer Satisfaction & Experience Measurement

- Take the lead on customer satisfaction measurement across Live Borders, developing and managing a consistent approach to gathering, analysing and reporting on customer feedback and experience data.
- Design and manage customer satisfaction surveys, NPS tracking and other feedback mechanisms, working with service teams to ensure coverage across Live Borders' diverse range of facilities and programmes.
- Analyse customer satisfaction data to identify trends, issues and opportunities, producing regular reports and recommendations for colleagues and service leads.
- Work collaboratively with colleagues to help them understand and act on customer feedback, supporting a culture where the customer voice informs how services are delivered and developed.

Insight-Led Decision Making

- Monitor trends in fitness, leisure, culture and community participation - including shifts in what people want and need, participation patterns, sector developments and what comparable organisations are doing - and share relevant findings with colleagues proactively and in a clear, accessible way.
- Work alongside service delivery and development colleagues to provide the audience and customer evidence they need to make informed decisions - whether reviewing an existing service, planning a refresh, or exploring something new - helping them

understand what demand exists, who the audience is, and what the evidence suggests.

- Contribute insight to service reviews, business cases and planning processes, and support colleagues to build a culture where customer evidence sits alongside operational and financial considerations when shaping Live Borders' offer.

Budget & Resources

- Manage allocated budgets for insight tools, data sources and research activity, monitoring spend and ensuring value for money.
- Process requisitions and invoices in line with financial procedures and identify opportunities to improve efficiency in insight activity.

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 working environment, with a hybrid approach. Live Borders offers a flexible, hybrid working environment. For this role we'd typically expect around 1 day 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 experience in insight, data analysis, audience research or a similar specialism.
- Demonstrable ability to gather and analyse data from multiple sources and translate findings into clear, actionable insight.
- Understanding of audience segmentation, customer insight and how evidence of what communities want and need can inform service or product development.
- Ability to communicate complex data clearly and confidently to non-technical audiences, both in writing and in person.
- Strong collaborative working skills, with the ability to build effective relationships across teams and influence colleagues through evidence rather than authority.
- Working knowledge of GDPR and data protection principles as they apply to marketing and customer data.
- Strong organisational skills, with the ability to manage multiple priorities and deadlines.

Desirable

- Experience of designing surveys and feedback mechanisms.
- Familiarity with dashboard or visualisation platforms such as Power BI.
- Experience using CRM systems to extract and interpret customer or audience data.
- Experience working in a public sector, third-sector, leisure, culture or customer-focused organisation.
- Experience working with census data, deprivation indices, national datasets or other secondary geographic and demographic sources.
- Experience of horizon scanning, competitor analysis or market research in a service or product development context.
- Familiarity with AI tools and their application in data analysis and insight work.
- Relevant qualification or training in data analysis, market research, marketing or a related field.

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>**

