JOB DESCRIPTION

JOB TITLE: Marketing and Communications Manager

REPORTING TO: CEO

DIRECT REPORTS: None

LOCATION: The Black Watch Castle and Museum

PURPOSE OF JOB

To manage all marketing and communications outputs for The Black Watch Regimental Trust.

Work closely with the CEO and Heads of Department to develop and implement marketing campaigns using traditional and digital channels to increase engagements with our charitable purpose, drive footfall, increase our commercial activity and raise brand awareness.

MAIN DUTIES AND RESPONSIBILITIES

Reporting to the CEO, the main duties of the Marketing and Communications Manager are:

- Develop and implement an annual marketing and communications plan, coordinating campaigns and activity across digital, print, PR, email and other relevant channels to support the organisation's charitable and commercial objectives.
- Plan, manage and report on the departmental budget.
- Develop, coordinate, populate and manage channels of communication with all stakeholders.
- Design, prepare and manage the production of marketing and promotional materials for print and digital use.
- Create written and visual content for the website, communication channels, paid adverts and press features.

- Day-to-day management of the website, including updating pages and content, managing event and product listings, maintaining visitor information and improving search engine optimisation (SEO).
- Develop, manage and evaluate digital marketing activity, including paid advertising, search engine optimisation (SEO), website performance and online listings, using analytics to assess results and inform future campaigns.
- Monitor all social media accounts, both Trust owned and relevant third-party accounts, creating and scheduling content and responding to messages and comments.
- Understanding of copyright law in relation to print and digital marketing.
- Assist the Retail Manager with day-to-day management of Woo-Commerce within the website.
- Develop, co-ordinate and manage email campaigns.
- Liaise with press contacts, industry stakeholders, printers and designers.
- Write and distribute press releases.
- First point of contact for email and telephone enquiries.
- Assist in planning and delivery of events.
- Promote events via our own and external channels.
- Produce quarterly written reports to CEO for presentation to the Board.
- Attend Travel Trade Shows – prepare collateral, meet with buyers and generate new business, arrange and deliver familiarisation visits.
- Prepare and deliver presentations (occasional).

Additional Information

- This is not an exhaustive list of responsibilities, and the post holder will be expected to undertake other duties within the remit of the job and appropriate to their level of seniority as requested by the relevant line manager.
- The Marketing and Communications Manager will normally work 5 out of 7 days which will include occasional weekend days and occasional evenings.

This job description may be reviewed periodically. The Black Watch Regimental Trust reserves the right to vary the duties within the job description in line with the needs of the organisation.

Person Specification

Skills and Experience

Essential

- Strong written and verbal communication skills
- Strong IT skills
- Excellent attention to detail
- Flexibility and readiness to adapt to new ideas
- Ability to prioritise a busy workload and manage deadlines

Desirable

- Comfortable working in a team and on individual projects
- Video editing skills

Qualifications and Training

Essential

- Hold a marketing qualification or have marketing experience in a workplace environment.
- Experience using Microsoft Office programmes.
- Experience using WordPress, Mail Chimp, Hootsuite and Canva

Desirable

- Experience managing social media accounts
- Basic knowledge of HTML and CSS.
- Relevant university or college qualifications (or equivalent experience in a relevant field)

Personal Qualities and Work-Related Circumstances

Essential

- Must be willing to learn about, understand and be in sympathy with the other departments within The Black Watch Regimental Trust and

particularly the Trust's key charitable objectives to support veterans and their families.

- Ability to work on your own initiative and as part of a team
- Willing to undertake relevant training
- Positive outlook and attitude
- Flexible and adaptable