

**MARKETING COMMUNICATIONS AND CAMPAIGN OFFICER**

**JOB OUTLINE AND PERSON SPECIFICATION**

**Post:** Marketing Communications and Campaign Officer

**Reports to:** Chief Executive

**Place of work:** The office is at 14 Albany Street, Edinburgh EH1 3QB. Core office days are Tuesday and Friday. Some home-working may be possible.

**Salary:** Between £25,000 and £32,000 pro rata depending on experience and qualifications.

**Bonus:** An annual bonus may be paid for exceptional performance.

**Pension:** Up to 10% employer contribution subject to matched contributions by the employee.

**Hours:** 0.6FT or 22.5 hours per week. May be reduced slightly by negotiation.

**Holiday:** 28 days per annum pro rata including bank holidays.

**SCOTTISH SCHOOLS PIPES AND DRUMS TRUST**

The Scottish Schools Pipes and Drums Trust (SSPDT) is a national charity that aims to advance education, the arts, heritage and culture, and community development. The Trust supports piping and drumming tuition in state schools, and the development of schools pipe bands, with a focus on remote and deprived areas. The Trust believes that school pipe bands help to raise attainment by developing skills for life, learning and work. The Trust also organises the world’s largest schools pipe band competition, and, amongst other activities, delivers a range of education and training initiatives.

Over the past year the number of pupils that the Trust supports has doubled to over 2000 in over 160 schools in 15 local authority areas. The Scottish Schools Pipe Band Championships grows each year and we have some exciting projects at planning stage. We therefore now need a communications professional to play an important role in advancing the aims of the Trust. Success in this role will mean that the post-holder will make a material difference to Scotland’s cultural heritage and future, to schools and communities, and to the lives of many young people, particularly those living in areas of deprivation.

**JOB DESCRIPTION**

**OVERVIEW**

The postholder will co-develop and deliver an integrated Marketing Communications and Campaign strategy to meet the Trust’s aims across a range of channels with a particular focus on digital marketing and social media.

The outcomes of post will include:

* an increase in high quality tuition and pipe band programmes in state schools;
* demonstrable contribution to the success of the world’s largest schools pipe band competition and other events;
* demonstrable contribution to effective teaching and learning.

**ACTIVITIES**

**Marketing collateral**

Plan, write, commission and produce off-line and on-line marketing collateral including:

* the Annual Review
* quarterly newsletter
* exhibition materials
* photography
* film
* press releases
* social media and digital content

Develop SSPDT’s websites and other digital platforms keeping them up to date, building followers and ensuring maximum traffic exposure.

**Distribution and Promotion**

Distribute collateral across a range of channels to achieve widespread publicity and to engage a wide range of stakeholders:

* Channels include social and digital media, local and national newspapers, TV and radio, events and conferences, education and political media, grants information and distribution organisations, pipe band related media.
* Stakeholders include teachers; piping and drumming instructors; council staff; parents; young people; organisations that share common interests; pipe bands; corporate, charitable and private supporters; Trustees, staff and associates; pipers and pipe band drummers; and politicians.
* Organise photo-shoots and other media events.

**Events**

Help to organise and promote the Scottish Schools Pipe Band Championships to achieve national and regional coverage, and to attract new entries.

Co-organise and promote a national conference and professional development events.

Represent SSPDT at educational, music and other events and conferences.

Effectively promote a national competition.

**Database and Library**

Develop and maintain a contacts and mailing database to include: media, instructors, council staff, local and national politicians, supporters, grant holders, common interest organisations, community pipe bands.

Develop and maintain an accessible library of communication resources including: photos, film, research, reports.

**Other**

The post-holder may be required to undertake other reasonable tasks to achieve the aims of the Trust.

**PERSON SPECIFICATION**

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| **Essential** | **Desirable** |
| **PROFESSIONAL/ EDUCATIONAL QUALIFICATIONS** |  |
| Degree | Post-graduate marketing communications qualification or equivalent |
| **RELEVANT EXPERIENCE** |  |
| At least three years in an in-house or agency marketing communications role, achieving demonstrable change | Experience in the educational/ cultural/ music sectors  Experience of piping and/or pipe band drumming/ pipe bands  Experience of delivering campaign/s |
| **SPECIAL KNOWLEDGE/ SKILLS** |  |
| Excellent communication skills; verbal, written, presentations  Exceptional attention to detail with excellent proof reading skills  Has written and produced print and digital publication and marketing collateral  Can achieve media coverage through a variety of means  Understanding of how to achieve successful campaign  Experience of delivering successful social media campaign  Fluent writing style  Able to source and adapt a wide range of material to support communications objectives  Good working knowledge of Microsoft Office and internet-based marketing tools  Detailed understanding of Scotland’s media  Proven ability to work to deadlines, and to plan and prioritise effectively | Has designed organisational or campaign communication strategies  Can take high quality photographs for print  Can create film for social media  Has press contacts  Has contacts in education/ Scottish Government education department  Knowledge of piping or pipe band drumming  Experience of organising events and/or competitions  Has commissioned film and photography and other communications resources |
| **PERSONAL QUALITIES** |  |
| Excellent organisational skills  Innovative, resourceful and proactive  Persuasive and engaging  Determined to achieve  Communicates well with, and develops positive relationships with a wide range of people  Works well in a team  Works well independently |  |
| **OTHER JOB RELATED REQUIREMENTS** |  |
|  | Driving licence and access to own vehicle. |

**APPLICATIONS**

Please send your CV and a covering letter outlining what you can bring to the post, and what you will gain from it, to [info@sspdt.org.uk](mailto:info@sspdt.org.uk)

**Closing date:** 4 August 2017

If you would like to discuss the role, please contact Alex Duncan at alex.duncan@sspdt.org.uk