



Job Description

Job Title:	Marketing Manager
Status:	Open Ended, Full Time at 35hrs per Week (incl weekend and evening work)
Grade:	Grade 6, £24,987 - £27,828pa (@ 2021 rates to be reviewed upwards for 2022)
Location:	Abbotsford, Melrose
Responsible for:	Marketing Officers, Bookings Coordinator, casual event staff, volunteers and contractors
Reporting to:	Chief Executive of Abbotsford

Context

Abbotsford was designed and built by Sir Walter Scott as both his home and the location for his extensive collection of books and historical memorabilia, and was first opened to the public in 1833, five months after his death. After the death of his last descendent in residence Dame Jean Maxwell-Scott in 2004, The Abbotsford Trust was created to preserve, protect and promote not only the house, but also the life and works of Sir Walter. Abbotsford is considered to be one of the most important heritage sites in Scotland.

Effective marketing and communications is essential to the success of the Trust as we endeavour to develop commercial profitability and charitable giving. Marketing objectives are aligned to the Business Plan and encompass increasing visitor numbers and spend per head, accommodation occupancy and spend, and attendance at public events. The Fundraising Strategy sets out the importance of targeted marketing to specific donor groups and to all visitors.

Job Purpose

- To determine the Trust's marketing strategy, annual marketing work plan and budget
- To manage all marketing, PR and communications activities
- To undertake other projects as delegated by the Chief Executive
- As a member of the Abbotsford management team, provide support and cover to colleagues

Scope and Accountability

The Marketing Manager is line managed by the Chief Executive. They will support the work of senior colleagues in relation to marketing and communications needs within their departments, and will be expected to work collaboratively with a range of colleagues across the organization. The Marketing Manager is responsible for the following resources:

- line management of marketing and sales staff, and any project staff
- supervision of volunteers as required
- responsibility for annual department budget and project marketing budgets

Key Responsibilities

- Author the Trust's Marketing Strategy, annual marketing plan and budget, and project plans as required, liaising with senior colleagues in their formulation, and referring to relevant corporate strategies.
- Provide reports and analysis on progress against Marketing Strategy targets and KPIs, including commissioning any research required.
- Line manage marketing staff and volunteers, ensuring they are effective in their roles and managed according to Trust policy.
- Manage contractors and freelance staff engaged in support of the marketing strategy.
- Ensure marketing budgets are managed in line with the annual budget, including; processing and coding invoices for payment, monitoring expenditure against budgets, obtaining quotes and raising purchase orders.
- Own the Corporate Brand Guidelines. Ensure brand integrity for Abbotsford including advising colleagues and contractors in understanding the brand, ensuring guidelines are adhered to.
- As a principal user of the Trust's electronic ticketing and marketing & sales channels, liaise with colleagues to ensure systems are fit for use and competitive.
- Ensure online marketing is at the forefront of industry trends, that a strategic and planned approach is taken to all online activity, measuring results via key performance metrics.
- Oversee the planning and delivery of minor public events as set out in the Marketing Strategy (major events will be delivered by colleagues, with marketing in support).
- Develop relationships with media contacts, arrange PR events, organise photo opportunities and press calls, and ensure a comprehensive and accurate database of media contacts is kept.
- Manage and support the Bookings Coordinator to maximise travel trade and group sales, ensure client contact is managed appropriately, and revenue is maximised.
- Manage the design and production of promotional materials and online channels as required, ensuring content promotes key messages, obtaining or writing content as required.
- Any other duties commensurate with the post, as directed by the Chief Executive. This includes acting as a Duty Manager on a weekend rota throughout the year, and occasional weekend and evening work in support of events and projects.

Working Relationships and Communications

- Develop and maintain collaborative and constructive working relationships with Abbotsford staff, volunteers, Trustees and representatives from the Faculty of Advocates.
- Provision of information and support to colleagues in relation to marketing and communications.
- Faithful representation of the Trust and its needs to potential benefactors, external contacts and other stakeholders.

Person Specification

Knowledge

Essential

- Knowledge of marketing strategy development, implementation and reporting
- Knowledge of research practices and techniques
- An understanding of managing media relations and brand integrity
- Knowledge of and confidence in online channels, including growing reach and engagement with target audiences
- Excellent levels of literacy and numeracy
- Good knowledge of a range of computer software

Desirable

- Knowledge of industry specific ticketing and sales platforms
- Knowledge of the tourism and/or of the heritage attractions sector

Experience

Essential

- Management experience, ideally including volunteers and contractors
- Experience of strategy development and budget management
- Experience of developing press releases and working with press and media
- Experience of online marketing success

Desirable

- Experience of working with the travel industry and/or group travel organisers
- Experience of working with a wide range of people drawn from all levels of society

Skills and Abilities

Essential

- Analytical and creative skills and ability to formulate strategy, undertake research and allocate resources
- Good planning and organising skills, including ability to deliver to multiple priorities and to deadlines
- Strong written communication skills, including ability to draft and copy edit press releases, bulletins and promotional materials that combine flair with attention to detail
- Excellent interpersonal skills, including the ability to build relationships and engage with the general public and with senior and high profile individuals, PR and media related contacts
- Diplomatic skills with the ability to cope in pressurised situations and deal with a wide range of queries, including complaints, with confidence
- Excellent team working approach and ability to work supportively and collaboratively with a wide range of colleagues
- Highly confident IT user, including Microsoft Office applications, online research, databases, social media and website content software packages

Personal Qualities

- Interest in and commitment to The Abbotsford Trust's mission, vision and values
- Commitment to Equality and Diversity policy and practice and understanding of how these may relate to own area of work
- Ability to work some evenings and weekends as required