

# JOB DESCRIPTION

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<b>TITLE:</b>	Marketing Assistant
<b>REPORTS TO:</b>	Head of Business Development
<b>CONTRACT:</b>	Full time: 37.5 hours per week
<b>SALARY RANGE:</b>	Grade 2b: Range: £23,500 - £25,300

## KEY RESPONSIBILITIES

Dundee Science Centre is an award-winning visitor attraction based in the heart of the 'the coolest little city in Britain' (GQ Magazine). We are a Charity, and our mission is to make science accessible. We achieve this through attracting visitors to our centre to be amazed and informed by our science, technology, engineering, and maths (STEM) inspired installations and experiments; delivering compelling STEM experiences in schools and communities; and collaborating with researchers and companies to make complex concepts more relevant.

Dundee Science Centre is at exciting stage of our evolution. As we celebrate 25 years of making science accessible across Tayside and North Fife, we are developing our strategic plan for the next 5 years. To support the implementation of this plan we will need a coherent and comprehensive marketing and communications plan to support our ambitions.

That's where you come in!

We are looking for a creative and ambitious individual to join our team. We need someone who is passionate about the role of marketing and communications and is inspired by our mission to make science accessible.

As a marketing professional you will have strong analytical and communications skills to help us to focus on key visitor audiences and develop compelling messages which raise awareness of Dundee Science Centre and compel potential visitors to, well, visit! As part of a small team, you will have the opportunity to work across all marketing disciplines with an emphasis on consumers. You will also collaborate with our senior leaders to develop corporate messages and internal communications.

The successful candidate will also have an external facing role, supporting events and attending conferences to network, learn and raise Dundee Science Centre's profile.

You will also be responsible for collaborating with colleagues to plan and manage individual campaigns to support specific activities/themes. This will require not only a highly collaborative approach but also the ability to develop and execute plans on time and to budget.

You will be an advocate for Equality, Diversity and Inclusion contributing to the implementation of Dundee Science Centre's widening access strategies.

The successful candidate will be a strong collaborator, with exceptional customer service skills and meticulous attention to detail. You will be enthusiastic and resourceful with a confident nature and the ability to work independently as well as part of a small team. You will have an exceptional knowledge and understanding of social media management and have excellent digital skills and knowledge.

The post holder will be expected to work flexibly within the Dundee Science Centre team.

This post is available on a full-time basis. Hours of work will be flexible depending on the availability of the individual; and will include shifts over the weekend and evening work.

## MAIN DUTIES

1. Create engaging content for Dundee Science Centre's social media presence. This will involve scheduling across the organisation keeping social media channels updated and brand focussed and seeking out new social media avenues and ways of connecting with audiences.
2. Work with senior colleagues to develop comprehensive marketing plans supported by tailored materials, events support, and PR activities according to the scheduling.
3. Monitor our customer satisfaction across multiple platforms and ensure responses are provided and trends are identified and shared with colleagues.
4. Consult with colleagues to develop design ideas, conduct market research, analyse the impact of campaigns to inform future decisions.
5. Deliver training and development marketing programmes upskilling staff and awareness raising through work experience programmes.
6. Manage the administration of the marketing function.

### Tasks/Responsibilities

- Manage administrative functions which include maintaining digital file storage systems, compliance with GDPR regulations, responding to incoming enquiries and fielding requests from other departments in the organisation related to marketing activity.
- Provide visitors with an excellent experience and an elevated level of customer care.
- Manages company social media channels, including Facebook, LinkedIn, Twitter, Instagram, TikTok and other relevant platforms.
- Engages in social media presence creation on new and emerging social media platforms.
- Create dynamic written, graphic, and video content.
- Optimize website content following search engine optimization (SEO) and pay-per-click (PPC)
- Create content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation.
- Helps with social media management with large projects, events, and community management.
- Works as part of a team to develop large social media campaigns.
- Analyses and reports audience information and demographics, and success of existing social media projects
- Propose innovative ideas and concepts for social media content.
- Work with marketing and social media team members to coordinate ad campaigns with social media strategy.
- Write and distribute e-newsletters to internal and external stakeholders.
- Manage social media communications.

- Use timelines and scheduled content to create a consistent stream of latest content for audience interaction while analysing, managing, and altering schedules where necessary to perfect visits.

#### Other

- Contribute to the development of Dundee Science Centre's Inclusion and Diversity strategy and policies.
- Attend external and internal events that involve networking, profile raising and audience awareness building with stakeholder organisation.
- Responsibility to keep own professional knowledge and skills up to date.
- Any other duties considered appropriate or required due to business needs.

## KEY PERFORMANCE INDICATORS

Your role will be measured by the following KPI's:

1. 30% - Oversee and enhance DSC social media presence and digital content creation.
2. 20% - Analyse and report audience information and demographics
3. 15% - Networking, profile raising and audience awareness building at events.
4. 20% - Responsible for providing administration support to all departments throughout the Centre as required.
5. 5% - Be an ambassador for DSC and growing our culture of trust.
6. 10% - Your development: with your line manager, identify and undertake training as necessary

## PERSON SPECIFICATION

### Qualifications, Experience and Skills

	ESSENTIAL	DESIRABLE
Educated to HND level in Marketing or Social Media Marketing or equivalent experience.	X	
Educated to Degree level or diploma from CIM		X
Full, clean UK Driving License	X	
Provide DSC with permission to use your image in any materials used for engagement and marketing purposes.	X	
Coordination of concurrent projects and self-motivation with ability to prove efficient time and work-schedule management.	X	
Experience of using digital programmes (or be willing to work towards CPD to enhance skills for digital competency)	X	
Ability to identify challenges and make workable recommendations.	X	
Experience of developing and using evaluation and audience research	X	
Graphic design, content writing, campaign execution and idea presentation experience	X	
Excellent interpersonal and organisational skills	X	
Knowledge and understanding of search engine optimisation, analytics software, and industry	X	

Excellent communication skills, both orally and written and attention to detail	X	
Experience of working in a community setting with a diverse audience, or Visitor Attraction		X
Experience of working in an office environment, dealing with administrative tasks, or using a product database		X
Experience of using booking & finance systems		X

### **Personal Qualities**

- Collaborative
- Customer focused.
- Results oriented.
- Ability to work flexibly under pressure.
- Enthusiastic, dependable, hard-working, and willing to 'muck in' when needed.

*This job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all duties, and it is recognised that jobs change and evolve over time. Therefore, this is not a contractual document, and the post holder will have to perform any other duties to the equivalent level that are necessary to fulfil the purpose of the job.*