

Scotland's **GARDENS** Scheme

OPEN FOR CHARITY

Marketing Manager

Scotland's Gardens Scheme was established in 1931, originally to help support the Queen's Nursing Institute of Scotland before the establishment of the NHS. Money is raised through opening gardens to the public. Most of our gardens are privately owned, and our charity model provides the support to make their opening successful. We have a small office staff of four who support over 150 Volunteers across the country. These Volunteers, organised into committees, identify and help their local Garden Owners. We currently open over 500 gardens each year and have a network of about 700 gardens. We have raised over £1 million for charity in the last four years which donates to over 250 charities each year as well as our three core beneficiaries. We are extremely proud of our contribution to health and wellbeing through promoting gardening, garden visiting, and volunteering and we strive to ensure that our charity experience is rewarding, inspiring and enjoyable.

Overview of the Role

The Marketing Manager coordinates and oversees implementation of our Marketing strategy across a variety of platforms, within specific budgets, with consistency of brand, and in line with our organisation's aims and goals. Our primary focus is to raise awareness of Scotland's Gardens Scheme and the beneficial impact of its raised funds. The Marketing Manager must also stay informed of upcoming trends and developments within digital and traditional media and lead change as appropriate.

Reporting to: National Organiser (Director for the charity)

Specific Roles:

The specific roles for this position include, but are not limited to the following:

1. Manage planning, delivery and evaluation of our Marketing Strategy, including the effective use of e-marketing, social media, and written materials.
2. Maintain our accounts across our social media and communication platforms: including Twitter, Facebook, Instagram, Pinterest, Mailchimp, Adwords and any other accounts deemed appropriate. Maintain the provision of national content to increase audience.
3. Develop and monitor national media/editorial coverage and our online profile and report on performance. Identify and support opportunities for outreach to help promote the charity.
4. Inspire, train and support District Volunteers with their promotional activities including regular suggestions, templates and activities for coordinated editorial content, communications and social media.
5. Coordinate, oversee and contribute to the SGS website content. Evaluate the success of our website and social media using analytic tools and SEO and provide feedback, make targeted improvements and recommendations for future as appropriate.

6. Coordinate and deliver regular public e-newsletters and contribute to internal e-newsletters which inspire and inform as appropriate.
7. Oversee the production of our annual guidebook, particularly content and design. Oversee, and contribute as appropriate, to special leaflets to promote our activities.
8. Oversee the management of our photographic library to assure good promotional opportunities. Recruit, inspire and support photographers to support this library.
9. Work with beneficiaries, charities and partner organisations to explore mutual promotional opportunities. Provide digital content for promotional opportunities.
10. Assist in generating income for the charity, especially through advertising revenue and funding opportunities.
11. Assist in coordinating the District annual garden opening information for our guidebook.
12. To assist with general administration as needed and to assist other members of staff in Head Office, the NO and Trustees in the discharge of their responsibilities and especially at peak seasonal periods.

Qualifications, Skills Knowledge and Attributes

- Proven experience as marketing officer or similar role.
- Solid knowledge of market research techniques, statistical and data analysis methods.
- Excellent knowledge of MS Office and relevant marketing software as well as the Creative Cloud.
- Good understanding of design, branding, and photography is important.
- Thorough understanding of social media and web analytics.
- Excellent organisational and multi-tasking skills.
- Outstanding communication (written and oral) and interpersonal abilities.
- Creativity and commercial awareness.
- A team player with a customer-oriented and problem-solving approach.
- BSc/BA in marketing, business administration or relevant field.
- Willingness to work flexibly as required by the position.

Work Setting

Our office is located in Edinburgh. The job will require some travel to visit garden openings and attend special events. Working pattern may be flexible and will require out-of-normal-hours from time-to-time with additional work replaced with in lieu time. The full-time position is based on 37.5 hours/week.

Scotland's Gardens Scheme Annual Calendar

We work around a calendar of events to support our volunteers, garden owners and their garden openings. Key activities are normally as follows:

- October-December: Work with our Volunteers and Garden Owners to identify the next year's calendar of events and create our annual guidebook and update our website. Over this time all staff work closely with our Volunteers and our database.
- January-March: Our snowdrop openings begin, we promote our new openings, and see that our Volunteers and Garden Owners have everything they need.

- April: We alternate years of holding Reginal Meetings or a Conference with our Volunteers and Garden Owners.
- May-August: Most of our openings occur during this time. By summer the office can be quiet, but then there is an opportunity to visit gardens and plan for the next year's annual guidebook.

Please note that the notice period for this position, while normally one month, will be extended to up to three months over our busy annual guidebook preparation period, normally October-December, and we ask that no one leave during this period.