** Job Description**

**Marketing Communications Co-ordinator (Schools)**

***Fixed Term to 31st March 2020***

**Salary:** Grade 3 (£21,000 - £25,999)

**Reports to:** PR and Marketing Manager

**Job Summary**

The Marketing Communications Co-ordinator is a key member of the Marketing Team with specific responsibility for marketing communications, advertising, design and print production for the Schools Communities team, in particular the wide range of materials and resources needed for the attainment programme. The post is the essential link between the School Communities team and external partners and suppliers. The post calls for a highly organised person with experience in marketing communications and an eye for design and print production.

**Key Responsibilities**

* Work closely with PR and Marketing Manager and Head of School Communities to support effective communications with Scottish Government Communications and Policy teams, on attainment projects, events and other communications activities
* Devise, plan and project manage marketing communications campaigns to promote our key messages and programmes to new and existing school, community and library audiences and key stakeholders
* Through close liaison with School Communities Team, project manage the team’s promotional materials from planning, setting time lines, agreeing design and ensuring delivery
* Manage the output of design agencies, freelance designers and illustrators to ensure they deliver to the brief and on time
* Working with the Print and Marketing Coordinator, ensure brand and accessibility vision and guidelines are communicated and adhered to
* Manage print budgets, liaising with the Print and Marketing Co-ordinator and with regular reporting to the PR and Marketing Manager
* Work closely with the Head of Schools Communities, Print and Marketing Co-ordinator and PR and Marketing Manager to evaluate the effectiveness of marketing communications campaigns and print materials
* Support the Web and Digital Products Manager and Digital Marketing Manager to maintain and develop the digital elements of the School Communities programme
* Support the Scottish Book Trust PR team with preparation of media, as required

**Skills & Experience**

* Educated to degree level or equivalent professional experience
* Strong project management and planning skills
* Experience of planning and project managing marketing communications campaigns
* Experience of project managing design and print production to agreed deadlines
* Excellent communication skills with the ability to work across teams and negotiate achievement of objectives
* Excellent copy writing, editing and proof-reading skills
* Experience of working with web teams and social media to promote events and activities
* Experience of marketing, ideally in an arts, literature or education sector
* Budget management skills
* Ability to work independently and manage competing priorities
* Knowledge of the literature sector is desirable

**Other Information**

The post is based at Scottish Book Trust offices in Edinburgh.