Role Profile

| **Job title** | Dundreggan Rewilding Centre -Marketing Manager |
| --- | --- |
| **Reporting to** | Dundreggan Rewilding Centre-Centre Director |
| **Has reporting** | Marketing Assistant (tbc) |
| **Starting Salary** | £32,219 |
| **Duration** | Permanent (full-time) |
| **Location** | Dundreggan (hybrid working model) |



**Trees for life - context**

The Trees for Life vision is of a revitalised wild forest in the Scottish Highlands, providing space for wildlife to flourish and communities to thrive.

The Trees for Life mission is to rewild the Scottish Highlands by enabling the restoration of the globally unique

Caledonian Forest which once covered much of Scotland. Integral to our success is the involvement of people.

**Dundreggan Rewilding Centre**

A Rewilding Centre is being developed at Dundreggan. It will include an innovative visitor experience and education centre, including a café, events and educational facilities. The Rewilding Centre will be an inspiring location where visitors of all ages, interests and backgrounds can explore the natural, Gaelic and cultural heritage of the Highlands and be inspired and educated about rewilding and the restoration of the Caledonian Forest.

**Our values**

Our values are at the core of our mission to rewild the Scottish Highlands, informing decisions large and small from the day-to-day running of our office to major conservation projects. We have shared these values so that our supporters, volunteers and partners can gain a deeper understanding of what drives Trees for Life.

**We are groundbreaking**

We are an ambitious charity with a big mission. For over 25 years we have sought to bring innovation to conservation, and we continue to strive for new and ground-breaking ways to rewild the Scottish Highlands.

**We are collaborative**

We are an open, friendly and cooperative organisation. We welcome and encourage collaborative working with other organisations, landowners and the wider community. We believe we can always achieve more through teamwork.

**We are pragmatic**

We seek prudent, sustainable solutions in everything we do. We are always mindful of our duty to our supporters, our volunteers, our staff and above all to Scotland’s wild forest. Seeking a pragmatic approach safeguards our organisation and the work we undertake.

**Overall purpose of the job**

The Marketing Manager will oversee the development and implementation of a comprehensive marketing plan in preparation for opening and operation of a new nature-based educational and tourism facility - the Dundreggan Rewilding Centre. The Centre is close to Loch Ness in the Highlands of Scotland

The Centre has been designed to cater for a broad range of visitors and to be suitable for pre-booked parties, while also delivering on the parent charities objectives. The Centre has ambitious visitor targets across a range of visitor offers and a generous annual marketing budget is in place to promote the Centre.

The role will be responsible for developing and delivering a marketing plan for the commercial elements of the Rewilding Centre, as well as promotion of the Centre to the charity’s beneficiary groups, in conjunction with the core marketing team of Trees for Life.

**Key liaisons**

The key focal points for this role are: the Rewilding Centre Director; wider Rewilding Centre team; the Trees for Life Marketing team; the Trees for Life CEO and; the Board of Trees for Life Enterprises Ltd (the commercial part of Trees for Life that will manage the Centre). The role may manage a Marketing Assistant, who would be responsible for social media and PR, in due course.

External liaisons include:

* funding organisations who support the capital and operational costs of the Rewilding Centre;
* contractors responsible for marketing collateral, website development and booking and ticketing systems and;
* other tourism operators in the region, tourism promotion organisations, media professionals (especially the travel sector) .

**Scope, Accountability and Resources**

The scope of this role involves the development and delivery of a marketing plan for the Rewilding Centre, ensuring there is strong business-to-business marketing to attract group visits as well as business-to-customer marketing to ensure individual parties use the Centre’s facilities. This will include the management of the design of any materials, including website development, production and distribution, as well as relationship building with potential business partners.

The role is accountable for all Rewilding Centre marketing work and manages a significant marketing budget and is accountable for ensuring contractors and suppliers deliver required work on time and on budget.

Any marketing of the Rewilding Centre must be in line with the wider values of Trees for Life and this role is accountable for ensuring this and that any marketing material follows the Rewilding Centre brand guidelines.

**Key Deliverables (year one) include:**

* Comprehensive marketing plan that includes schedule and budget breakdown, to be readied for approval within first three months of start date
* Website development for public launch by September 2022, including integration with Trees for Life website and booking/events platform
* Management of the Centre’s social media channels
* Design and/or production of relevant marketing materials
* Establishing relationships with tourism and similar organisations, such as VisitScotland and VisitBritain, that can support implementation of marketing plan, meeting visitor target objectives.
* Identifying events and opportunities for the Centre to promote itself directly to businesses and individuals in the sector or are part of our target audiences
* Ensure the Centre is promoted for educational tourism
* Paid advertising campaign strategy and implementation
* Coordinate media visits, support site tours by beneficiaries/supporters/community
* Implementation of marketing plan to opening date of Centre in Spring 2023
* Preview and grand opening events/launch

**Key Responsibilities (ongoing)**

**Marketing planning**

* Development of a marketing plan that:
  + Outlines how marketing effort can be focused to reach the Centre’s target audiences using the full marketing mix
  + Maximises the impact of marketing spend in ensuring visitor use targets are met across the different commercial offers
  + Uses the appropriate tools to market the Centre both business to business and business to customer
  + Respects the charitable benefits offered by the Centre and does not contravene our ‘free-to-access’ ethos
* Development of an annual, costed marketing schedule for the Centre that focuses on the key audiences that will make up day visitors, overnight stays, organised groups and the education sector
* Uses existing analytics and market research to inform and refine marketing planning and delivery

**Marketing plan delivery**

* Deliver a marketing plan with key performance indicators that results in a diversity of visitors:
  + Short casual, free-to-access visits, that involve a brief exploration of the Centre and its surroundings, including a free children’s forest experience, with opportunities to use the Centre café, buy a very limited range of products and support the charity
  + Bookable experiences that include all of the above in 1) with additional paid-for experiences which are dependent on the audience and may include tree planting
  + Bookable groups visits for coach parties that include all of the above in 2), but will not include tree planting
  + Bespoke experiences for small groups that can include booking of space within the Centre as well as a guided tour of the Centre and the Estate
  + Longer bespoke experiences that include overnight stays at the Rewilding Centre’s accommodation building
  + Residential experiences for individuals and parties
  + Residential bookings
  + Educational residential and day experiences (promoted by the charity)
  + Residential and day experiences for specific groups (promoted by the charity)
  + Community use (promoted by the charity)
* Ensure marketing effort results in target numbers of visitors being achieved and delivers against agreed key performance indicators

**Marketing tools and promotions**

* Overseeing and managing all media relating to the Rewilding Centre (in collaboration with the Trees for Life marketing team)
* Overseeing and/or delivering all advertising associated with the Centre, managing any contractors
* Managing and delivering the social media presence of the Centre
* Designing and/or commissioning all printed materials

**External relationships**

* Writing tenders, gaining quotes from contractors in line with Trees for life’s procurement policies
* Managing any contractors so they deliver on time and on budget and to the appropriate standard
* Liaising and working with other tourism operators on joint promotions and cross-promotion
* Liaising and working with Scottish and regional tourism bodies to support the Centre
* Liaising and working with the media, especially the travel sector, to secure ongoing coverage for the Centre

**Person Specification**

Overall, the postholder needs to be an organised and efficient professional with excellent communications, interpersonal and management skills to promote the Rewilding Centre.

**Knowledge and Experience**

**Essential**

* Marketing management role
* Managing marketing budgets to maximise benefit
* Marketing a tourism or similar business
* Commissioning contractors and managing their delivery

**Skills and Competencies**

**Essential**

* Excellent interpersonal skills with the ability to build good relationships and influence people
* Excellent written and copywriting skills
* Meticulous attention to detail
* Excellent planning and organisational skills for a complex and diverse workload, with the

ability to re-prioritise and organise a variety of tasks in response to unpredictable and

changing demands

* Good time management skills with ability to plan and prioritise own workload with minimum supervision

**Desirable**

* Efficient research skills.
* Knowledge of Wordpress, Adobe suite, using a CMS and Google Analytics

**Personal Attributes**

**Essential**

* Must be committed to the ethos and values of Trees for Life
* Genuine enthusiasm and a passion for nature conservation.
* Highly-motivated and professional in approach.
* Team player – a readiness to work as part of a team and support colleagues.
* Positive attitude to taking the initiative.

The Rewilding Centre project is part of a Scottish programme of projects to invest in the Highlands and Islands to provide more and better quality opportunities for visitors to enjoy natural and cultural heritage assets. The Natural and Cultural Heritage Fund is led by NatureScot and is part funded through the European Development Fund (ERDF).

The project is also generously supported by the National Lottery Heritage Fund, Bòrd na Gàidhlig, the Audemars Piguet Foundation, SSE Sustainable Development Fund, FERN Community Funds and the Garfield Weston Foundation.

**This role is supported with funding from**

A picture containing company name

Description automatically generated.