** Job Description**

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

**Salary:** Grade 3 (£22,000 £26,999)

**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 programmes. 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 programmes, 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, developing and 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 Design and Marketing Manager, ensure brand and accessibility vision and guidelines are communicated and adhered to
* Work closely with the Head of Schools Communities, Design and Marketing Manager 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
* Work with Schools Communities team to highlight opportunities through Scottish Book Trust’s social media channels
* Manage the Schools Communities communication, working closely with the CRM team to prepare and schedule mailings
* Plan and prepare the monthly schools and libraries newsletter, liaising with the Digital Marketing Manager and School Communities Team
* Book advertising with relevant partners to promote our Schools Communities programmes, and develop advertisements with designers as needed
* Work with the Learning Resources Manager and other members of the School Communities Team to help to create and format learning resources to support Book Week Scotland and School Communities Team programmes.
* Support the Scottish Book Trust Marketing team with relevant tasks such as preparation of assets, including social media and print, and providing a support role on social 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
* Ability to work independently and manage competing priorities
* Knowledge of the literature sector is desirable
* Experience of using Adobe InDesign and Photoshop is desirable

**Other Information**

The post is based at Scottish Book Trust offices in Edinburgh