



# Marketing and PR Manager Recruitment Pack

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**[scottishbooktrust.com](https://scottishbooktrust.com)**



Scottish Book Trust is a registered company (SC184248)  
and a Scottish charity (SC027669).

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## About Scottish Book Trust

Scottish Book Trust believes that reading and writing for pleasure has the power to transform lives, from supporting mental health and wellbeing to breaking the poverty cycle, improving employability and inspiring creativity.

As Scotland's only national reading charity, our mission is to ensure people living in Scotland have equal access to books and, every year, we deliver our world-class programmes and annual awards to well over two million people. From introducing books and storytelling to pre-school children to inspiring and empowering adult readers and writers, we believe it's never too early – or too late – to begin a magical journey with words.

We deliver our programmes in every local authority area in Scotland, and we work with partners ranging from small community groups to the Scottish Government. Our book-gifting programmes through Bookbug and Read, Write, Count reach over 310,000 children across Scotland every year.

You'll find us in schools, and libraries and at community events. You'll find us in towns, and cities and in isolated, rural communities. And you'll find us bringing books to life for children in care, families living in challenging circumstances and people in prison. In short, you'll find us wherever we're needed most.

Our programmes include:

[Bookbug](#)

[Book Week Scotland](#)

[Reading Schools](#)

[Writing and Authors](#)



## **Our values**

We're looking for people who share these values that apply to everything we do:

### **Creative**

We welcome innovation and experiment with new approaches. Our staff contribute and test out ideas and we encourage this approach in our partners.

### **Bold**

We tackle challenging issues, set high standards and ask difficult questions of ourselves and of others. We create a culture of openness and ambition within our organisation.

### **Collaborative**

Our partnerships are one of our most valuable assets. Successful collaboration is fundamental to our achievements, our development and our impact.

### **Nurturing**

We treat everyone with respect and value diversity and individuality. We are committed to fulfilling potential and developing talent.

## Our people

We currently employ over 70 staff across:

- Four programme teams supporting Early Years, School Communities, Reading Communities and Writing Communities
- Our Marketing department that includes fundraising, PR, social media, design and digital functions
- Our Finance and Operations department that includes Finance, HR, Commercial development and Building management functions.

You can find out more [about our team](#) on our website.

We have staff working for us across Scotland. We support flexible working with 16 part-time staff and 18 staff working compressed hours. Whilst we encourage staff to spend time in our office in central Edinburgh to collaborate and share ideas, we also support hybrid working. On average, most staff spend one to two days per week in the office. We are responsive to the needs of our staff and ensure accessibility is embedded in the materials we create. We provide our staff with tailored learning and development opportunities to support them to do their best work.

We want to support all communities across Scotland, with particular focus on those who are vulnerable, under-represented and who need it most. We are an organisation where equality, diversity and inclusion are embedded in all we do, and we would like to improve diversity within our leadership.

We believe that staff with different backgrounds and experience are more likely to encourage debate and to make better decisions. We are looking for people who will be passionate supporters of our mission, whose lived experience can help shape the impact of our programmes and improve how we engage with our beneficiaries

## About the role

This is an excellent opportunity for you to join Scottish Book Trust as our Marketing and PR Manager and help change lives with reading and writing.

This post is vital in promoting the brand and programmes of Scottish Book Trust through managing its relations with media, stakeholders, partners and wider public. The postholder reports to the Head of Social and Digital Marketing and works closely with the Director of Marketing and Communications to help develop, deliver and monitor the charity's marketing and PR plan.

As an excellent communicator, you will identify, create and maximise PR and other marketing opportunities for Scottish Book Trust including Bookbug, Book Week Scotland, Reading Schools, our New Writers Awards, and a host of other programmes.

This position sits within our busy Marketing department, but your role will encompass work with colleagues across all our teams including Writing Communities, Reading Communities, School Communities, Early Years, and Research & Evaluation.

As our Marketing and PR Manager, your day-to-day will be integral in helping those teams to identify, plan and deliver PR while building the brand, influence and impact of Scottish Book Trust.

### Key responsibilities

- Identify, create and maximise press, PR and marketing opportunities for Scottish Book Trust
- Manage a planned and strategic approach to PR to achieve strong positive coverage in print, broadcast and online media, with a focus on features
- Identify and develop key relationships with journalists and influencers across a broad range of media
- Plan and manage marketing tactics to support both fundraising and a wide range of programmes and campaigns
- Research, write and distribute press releases to targeted media
- Ensure Scottish Book Trust's charity positioning, brand and ethos are communicated effectively to new and existing audiences, the media and stakeholders

- Support audience development to reach underrepresented audiences
- Deal promptly and effectively with requests for response, research, quotes, photos, interviews and information from media contacts, working closely with Director of Marketing where required
- Organise events including launches and photo calls
- Manage photography system and oversee photography policy – training and assisting programme teams when required
- Provide PR and media training to Scottish Book Trust award recipients, authors and other stakeholders
- Maintain Scottish Book Trust's media list and keep in touch with key journalists and photographers
- Work with colleagues in Marketing & Operations to support Internal communications
- Work with colleagues in Research & Evaluation to support dissemination of our research and programme evaluations
- Share relevant content to keep of Scottish Book Trust's website up to date
- Support delivery of social media
- Oversee the evaluation of media coverage and other marketing outcomes

#### You will have:

- Relevant professional experience of success in marketing and media relations, ideally within the arts, literature or education sectors
- Excellent writing skills that will help our charity build its brand, reputation and influence
- A willingness to bring your marketing and PR expertise to a diverse portfolio of programmes and the ability to make it relevant to different audiences
- A creative and enthusiastic communication style, preferably with a love of books and stories
- A proactive approach to identifying places to share research and news
- Excellent interpersonal skills to help you work across teams with different needs while building relationships with key people in the media
- Good experience of using different social media in a professional role
- The ability to thrive in a busy environment with different demands and deadlines

- Experience of collaborating with external stakeholders on media campaigns
- Event planning experience including photo calls
- A natural enthusiasm to contribute to the wider work of Scottish Book Trust

We encourage you to apply even if you don't meet all the requirements. If you want to discuss the role prior to applying, please email [recruitment@scottishbooktrust.com](mailto:recruitment@scottishbooktrust.com)

We will work with the successful candidate to put a development plan in place to ensure training needs are met.

Appointment to the post is conditional on securing basic clearance from Disclosure Scotland.

## **Benefits**

### Location

The person location is blended between our Edinburgh Office and home. The office is in Edinburgh City Centre, with great access by train, bus, and tram.

### Salary

Grade 4, Salary Band £28,350 – £30,999

### Hours of work

Full time: 35 hours per week.

### Contract type

Permanent.

### Holidays

Scottish Book Trust's holiday year runs from 1 January to 31 December of each year. The basic annual holiday and statutory leave entitlement for a full-time post is 37 days per annum including public and bank holidays which staff may be asked to work and for which they will be paid at the usual rates. The office closes between Christmas and New Year for which holidays must be taken from the annual allowance. Holiday entitlement accrues during the first year of employment on a month-by-month basis and staff are only entitled to holidays as they accrue.



## Pension

Scottish Book Trust offers a money purchase pension scheme with a current employer contribution of 5% per annum and a minimum employee contribution of 3%. Eligible employees will be auto enrolled into this scheme but have the choice to opt out.

## Death in service and other benefits

Scottish Book Trust offers a life assurance scheme, paying a lump sum of three times employee's gross annual salary upon death whilst in employment.

Employees also have access to an assistance programme and a Bike to Work scheme.

## **How to apply**

To apply for this role, you must complete our [online application form on the vacancy webpage](#). Please note that we do not accept CVs. As well as telling us about your qualifications and work experience, you will be asked to complete a Personal Statement explaining how your skills and experience meet the criteria set out in the job description.

On the application form we will also ask you to give us the names and contact details for two referees, one of these should be your current or most recent employer. Please note that we do not contact referees until a conditional offer of employment has been made.

We welcome applications from diverse educational and cultural backgrounds. However, we are unable to offer visa sponsorship for this role. Therefore, please ensure you have the right to work in the UK before you apply for this post. We will ask you to bring proof of your eligibility to work in the UK with you to interview. Please see the UK Government website for more [information on proving your right to work](#).

We recognise our responsibility in protecting vulnerable groups. Appointment will be conditional on securing basic clearance from Disclosure Scotland.

For any additional information please email [recruitment@scottishbooktrust.com](mailto:recruitment@scottishbooktrust.com)