



## **Job Information**

### **Marketing & Audience Development Officer**

#### **About Us**

Glasgow Building Preservation Trust ('GBPT') is a charitable social enterprise that works to rescue, repair, and restore historic buildings at risk across the city.

We are a strategic partner of Glasgow City Council and act as a key part of Glasgow's toolkit for development and regeneration of the city's built heritage, usually working in partnership with other charities and community groups to give redundant buildings a new purpose and return them to viable use.

We work closely with key funders including National Lottery Heritage Fund, Historic Environment Scotland, and the Architectural Heritage Fund.

As well as saving some of Glasgow's most important and well-loved buildings, the Trust also delivers heritage activities across the city, supporting communities to explore their local history and heritage often, but not always, in relation to a building restoration.

Having brought the concept to the UK in 1990, we run the annual Glasgow Doors Open Day Festival in September each year, which attracts over 23,000 visits to over 220 events including opening historic buildings, in-person, and digital heritage trails, talks and other activities.

The Trust is a membership organisation with around 120 members, although we have plans to grow this number substantially in the coming years.

As a company limited by guarantee with charitable status, we are governed by a Board of up to 12 voluntary Directors, and (currently) a staff team of 5.

The Trust's work is growing, and we want to develop our marketing to ensure that the audiences we work with are fully aware of the breadth and importance of the Trust's work.

GBPT is a small, committed, and collaborative team with colleagues sharing ideas and supporting each other to deliver the diverse work of the Trust.

#### **The Role**

Reporting to the Chief Executive, and working closely with other colleagues, the role will focus on developing and delivering the Trust's marketing functions to enhance our engagement with our multiple audiences.

Initially, a significant aspect of this role will involve leading the marketing and communications for Glasgow Doors Open Days Festival, scheduled to take place from 16th - 22nd September.

## Job Description

- Design regular social media posts for all GBPT projects, including GDODF and campaigns for specific time-sensitive projects
- Schedule and maintain social media calendars
- Create content across all digital platforms including GBPT and GDODF websites
- Produce and circulate a regular mail out / bulletin to members and other audiences to raise the profile of GBPT across its target audiences
- Contribute to the development and implementation of a Communications Strategy in conjunction with colleagues
- Contribute to the briefing and commissioning of external contractors for projects such as filming, photography, graphic design, together with colleagues
- Contribute to the development of brand identities for GBPT and its projects
- Social media co-ordination for Glasgow Doors Open Days Festival including:
  - Formulating a schedule for social media engagement for the festival
  - Creating and scheduling posts using similar digital tools across social media platforms
  - Creating content at the festival and broadcasting live from events
  - Assisting filmmaker during festival
  - Facilitating the coordination of press releases, photocalls, and media coverage for the festival
- Working with colleagues to co-ordinate, design and disseminate the Trust's annual report
- Supporting the Festival and Events Manager and Heritage Engagement Officer with event organisation including assisting with the delivery of the Trust's AGM and an annual Civic Reception
- Maintaining and updating GBPT's databases for members and contacts
- Evaluation and reporting
- General administration and other duties as instructed by the Chief Executive

## Person Specification

Essential
Organised and able to work under your own steam as well as part of a small team
Excellent written and oral communication skills
Personable, approachable, and able to communicate with people from different backgrounds
Adept at using Microsoft Office software (including Word, Excel, and Outlook)

Significant experience in content creation for social media, blogs, and mailing lists.
Adept using social media platforms, Twitter, Facebook, and Instagram (familiarity with TikTok desirable).
Knowledge / experience with simple design and content creation programmes, such as Canva.
Inventive approach to marketing and audience development.
<b>Desirable</b>
Awareness of current developments and techniques in digital marketing, both technological and strategic.
Experience in devising and delivering short-, mid- and long-term marketing strategies.
Experience of managing budgets
An interest in history, heritage and/or culture.

## Hours, salary, and benefits

This role is for 3 days per week and will initially be on a probationary period of 3 months.

The salary will be £27,000.00 per annum (reduced to 3 days a week, pro rata).

You will be based at Glasgow Building Preservation Trust's offices, currently at the Wellpark Enterprise Centre, 120 Sydney Street, Glasgow. Occasional home working can be accommodated and there may be occasional evening and weekend working. Time off in lieu will be granted for agreed working out of normal working hours.

Following successful completion of the probationary period, you will be eligible for enrolment into the Trust's pension scheme including an employer's contribution of 6.0% of salary (and a minimum 2.0% employee contribution). Alternatively, the Trust can make contributions into an employee's personal pension plan.

## How to apply

Please submit your application by providing an up-to-date CV along with covering letter (no more than 2 sides of A4) highlighting your suitability for the role and how your experience aligns with the person specification above.

Please submit your application by email to [david@gbpt.org](mailto:david@gbpt.org) no later than **12.00 noon on Monday 13th May 2024**.

**Please ensure you indicate 'Marketing and Audience Development Officer recruitment' in the subject of your email.**

Shortlisted candidates will be notified in w/c 20/5/2024 and interviews will be held in w/c 27/05/2024.

If you have any queries prior to making your application, please email [david@gbpt.org](mailto:david@gbpt.org).