

DUNARD CENTRE

Head of Marketing & Communications | May 2024 Candidate information pack



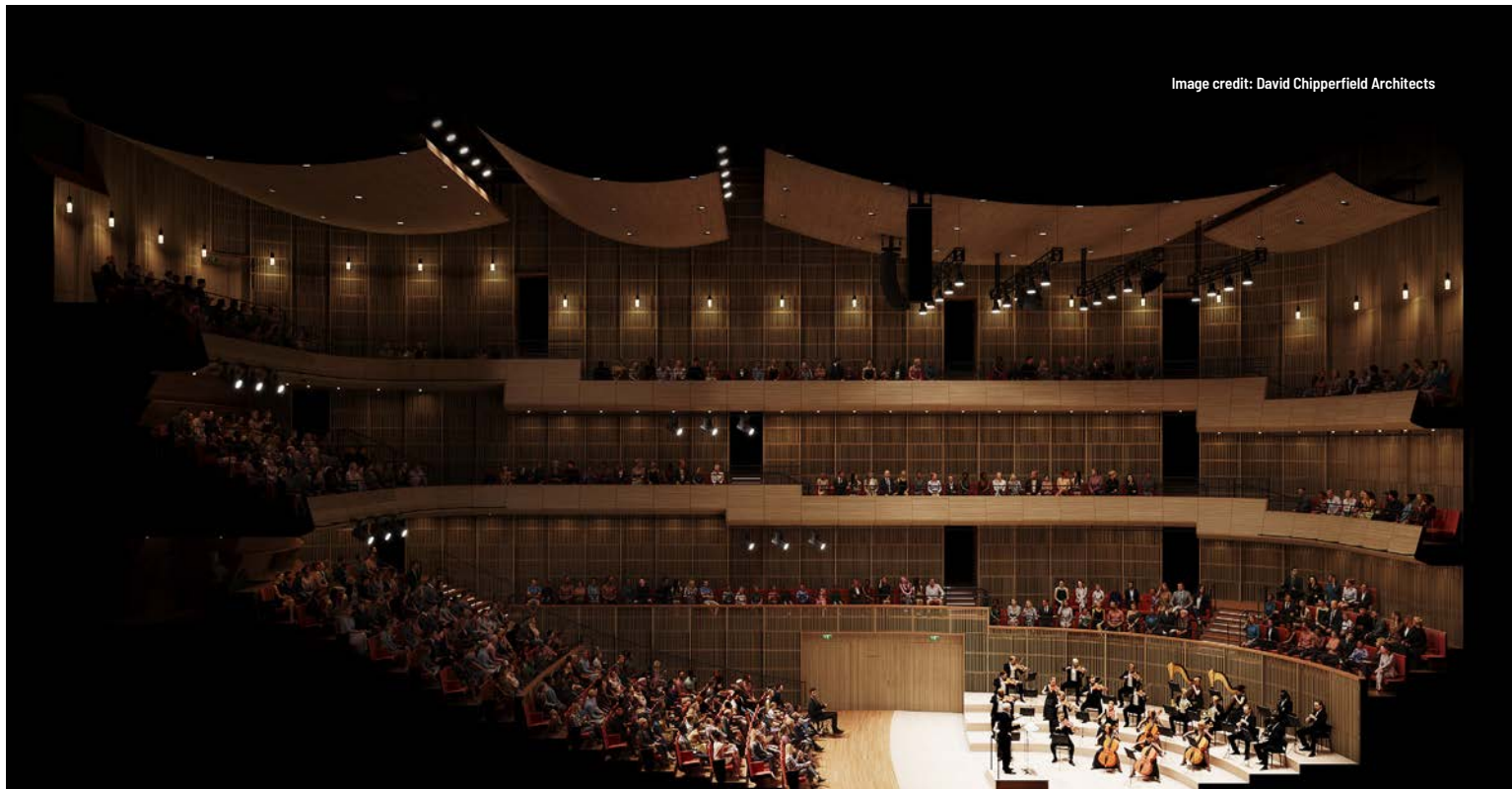
Image credits: David Chipperfield Architects

We are looking for a highly motivated and skilled person to join the **Dunard Centre** team as our first **Head of Marketing & Communications**.



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ABOUT THE DUNARD CENTRE

IMPACT Scotland is the charitable organisation responsible for overseeing the creation and running of the Dunard Centre, Edinburgh's first purpose-built concert hall for more than a century. Designed by David Chipperfield Architects and Nagata Acoustics, this all-purpose performance venue will have at its heart a world-class auditorium that champions the very best in live performance across all genres, and ensures everyone can be part of it. Our ambition is to create an open and welcoming space for life-enhancing and life-changing experiences, crossing generations and communities.

This landmark building will become home to the Scottish Chamber Orchestra and the Edinburgh International Festival; it will be a vibrant, creative hub that teems with life all day, matching the vibrancy and diversity of three weeks in August in a year-round offer. Designed to slot into a bustling city centre site fringed by heritage buildings, its 1,000-seat auditorium, bars, workshop rooms and recording facilities will host a diverse programme that combines classical, pop, rock, folk, jazz, spoken word and electronica. Its innovative and wide-reaching community engagement programme will connect artists, audiences and communities in year-round opportunities for lifelong learning.

The Dunard Centre benefits from the generous support of the Dunard Fund — a long-term funder of the arts and music in Scotland — and is the cultural centrepiece of the Edinburgh and South East Scotland City Region Deal, a transformative partnership between the UK and Scottish Governments and Edinburgh City Council.

Through the support of Royal Bank of Scotland, the Dunard Centre will be built in the heart of Edinburgh, behind and directly connected to the Bank's historic registered office at 36 St Andrew Square.

As the enabling works on site near completion, IMPACT Scotland is now preparing for the Dunard Centre's four-year main construction period. The Head of Marketing & Communications would therefore be joining the team at an exciting time, as this long-awaited prospect becomes a reality.

The IMPACT Scotland team is expected to grow with the building, and the right candidate will have the opportunity to be part of a developing organisation that is helping to shape Edinburgh's cultural future.



ABOUT THE ROLE

Title

Head of
Marketing &
Communications

Reporting to

Chief Executive

This newly created, permanent role will form a key part of our Senior Management team. Reporting directly to the Chief Executive, you will have oversight for all of the organisation’s marketing and communications requirements and activity, commissioning and liaising with external consultants and agencies where necessary. This is an exceptional opportunity to help shape the brand of the Dunard Centre in its pre-opening phase, to support the vital work of the Development team and to communicate the organisation’s vision both to the public and to a wide range of external stakeholders at a local and national level. While this role will, in time, be supported by a Marketing Assistant, you should be comfortable working on a range of day-to-day tasks alongside more long-range, strategic objectives.

We are a small but ambitious and dynamic team that prides itself on its professionalism and inclusivity, where every individual plays a significant part in shaping our work and our future. It is an open and collaborative working environment where ideas, skills and experience are shared, so you can expect to find yourself well supported by the rest of the team. As a new organisation that is in the process of building its permanent staffing structure, this is an ideal post for someone who wants to help make a real difference to our trajectory as the company grows and develops.



Scottish Chamber Orchestra Family Festival. Image credit: Stuart Armit

RESPONSIBILITIES

External affairs & media engagement

- Liaise with external capital project and artistic partners across the public, private and third sectors to maintain relationships and provide briefing and marketing materials as needed
- Work with our external PR agency to create and plan impactful media engagement around project milestones, respond to day-to-day media enquiries and monitor coverage
- Keep the Trustees and executive team updated with relevant media coverage and research
- Manage and update organisational messaging and briefing materials and coordinate spokespeople media training as required
- Support the CEO, Project Director and Development team in delivering regular updates to key stakeholders
- Liaise with our external public affairs agency on a cross-UK advocacy programme

Cross-channel marketing activity

- Oversee and implement the branding development of the Dunard Centre in its pre-opening period
- Oversee the creation and implementation of a new, full-service consumer website for the Dunard Centre in preparation for opening, including taking a key role in box office development and CRM integration
- Work with the Development team to create and implement a long-term audience and membership strategy
- Commission, oversee and analyse third-party reports and market research to inform the organisation's evolving marcomms strategy



National Youth Choir of Scotland. Image credit: Sally Jubb

RESPONSIBILITIES



Anna Calvi, Edinburgh International Festival. Image credit: Eoin Carey

Cross-channel marketing activity (continued)

- Commission and manage an ongoing suite of marketing content, including videos, photography, leaflets, newsletters, case studies
- Support the Development team with the creation of printed and digital materials
- Work with colleagues on event planning and delivery as required
- Manage Dunard Centre social media accounts and content pipeline
- Maintain, develop and monitor the Dunard Centre website, working with external creative agencies
- Manage the acquisition of mailing prospects and building of mailing lists, and oversee a regular external communications cycle

General

- Develop and manage annual marcomms budgets and forecasts
- Attend regular Board and Committee meetings as required
- Support and collaborate with other members of the growing executive team as required
- Line management for the future role of Marketing Assistant

PERSON SPECIFICATION

Required experience

- A skilled marketing and/or communications specialist with a proven track record at a senior level who can make a major contribution to our strategic leadership
- Experience of delivering integrated communications on projects with a complex range of stakeholders
- Confident copywriter and print manager
- Experience of managing digital platforms
- Experience of liaising with external agencies

Desirable experience

- Experience of working with cultural venues or arts organisations
- Experience of working in a growing organisation
- Experience of working on capital projects
- Experience of working with local and national government communications



PERSON SPECIFICATION



Capercaille. Image credit: Sean Purser

Personal characteristics

- Highly organised, self-motivated and enthusiastic about the project
- A skilled communicator, able to liaise with a large range of partners, stakeholders and external agencies
- Understanding of and willingness to undertake day-to-day marcomms duties alongside more strategic tasks
- An entrepreneurial and collaborative attitude, keen to work with a new organisation as it develops its plans for the future
- Ability to prioritise, to work to budgets, deadlines and targets with high attention to detail
- Ability to work both independently and in collaboration with other members of the team

TERMS OF EMPLOYMENT

Terms of employment

- Permanent, full-time contract (40 hours)
- Salary: £50-£60k per annum, depending on experience
- Statutory pension contributions (4% of salary)
- 33 days paid holidays per year, inclusive of statutory holiday
- IMPACT Scotland's office is located in the centre of the city at 35 St Andrew Square, Edinburgh EH2 2AD

IMPACT Scotland is an Equal Opportunities employer.

We will consider a range of part-time and flexible working models, including condensed hours, days working from home, or other structures to accommodate a range of personal circumstances, and to ensure equality of opportunity between those who share a relevant protected characteristic and those who do not.



Image credits: Hayes Davidson

HOW TO APPLY



Please send a copy of your C.V. to:

Jo Buckley, Chief Executive, at
recruitment@impactscotland.org.uk

along with a covering letter explaining why you would like to work at IMPACT Scotland and how you believe your skills fit the requirements of the role. Please aim for your C.V. to be no longer than two pages.



Pre-application conversations are welcomed.

If you would like to discuss the role or the company in advance of applying, please contact:

Jo Buckley, Chief Executive, at
jo.buckley@impactscotland.org.uk

If you have any disability that prevents you from following the application process as described, please contact the office for a confidential conversation on 0131 370 1351.

IMPACT Scotland is committed to equality and we encourage you to apply no matter what your age, caring responsibilities, disability, gender, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief or sexual orientation. We welcome candidates from all backgrounds and from all sectors.

We are particularly committed to supporting applications from individuals from backgrounds or social groups that are currently underrepresented in the creative industries. We will support any access requirements you may have during the recruitment process and ensure that reasonable adjustments are in place as required by the Equality Act 2010. If you require any access support if selected for interview or require further information (including requests for printed forms or access support), please contact Jo Buckley in the first instance.

Closing date for applications:
Friday 31 May 2024, 5pm

Interviews will take place:
Week commencing 10 June 2024



Scottish Chamber Orchestra Family Festival. Image credit: Sandy Butler

FOR MUSIC. FOR EVERYONE.

**DUNARD
FUND**



 Scottish Government
Riaghaltas na h-Alba



 **Royal Bank
of Scotland**

EDINBURGH
THE CITY OF EDINBURGH COUNCIL

This ambitious venue has been made possible by substantial philanthropic donations, including the visionary support of Dunard Fund, a long term funder of the arts and music in Scotland. This project is supported by the Edinburgh & South East Scotland City Region Deal.

IMPACT Scotland is a charity registered in Scotland no: SC046904.