



The Royal Society
of Edinburgh

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Marketing Officer

Role/job description

The Marketing Officer will play a key role in communicating the Royal Society of Edinburgh's mission and objectives by delivering creative marketing campaigns that enhance public engagement activities and broaden the organisation's reach and visibility across diverse audiences.

RSE Grade	3
Salary	£35,901 per annum
Contract type	Permanent
Hours	35
Working pattern	Hybrid/office based
Starting date	November 2024
End date	N/A
Closing date for applications	17 October 2024
Interviews to be held on	29 October 2024

Objectives of the role

- Plan and deliver effective marketing campaigns for the RSE's public engagement programme, including *Curious* festival, partnership events, signature lectures, and regional activities across Scotland, building awareness, engagement, and driving registrations.
- Develop creative and impactful marketing strategies that align with the RSE's goal of broadening its audience base and raising the organisation's profile, with a focus on reaching a diverse range of communities.
- Produce additional outputs from public engagement activities for social media and the RSE website, including short form video content and key event summaries.
- Develop a comprehensive and regular evaluation process to assess the effectiveness marketing and campaigns. Work collaboratively with the Public Engagement team to ensure the process is practical and valued.
- Cultivate and strengthen relationships with key internal and external stakeholders, ensuring collaborative efforts that enhance the reach and effectiveness of marketing across the RSE's online and offline channels.

- Work with the Media Relations Officer to support press and media engagement efforts to secure coverage and increase the visibility of the RSE’s public engagement programme.
- Work with the Digital Communications Officer to ensure the coherence of marketing information and content on the CRM systems, website, and social media channels
- Develop and implement a strategic marketing plan to enhance the profile and visibility of the RSE’s respected academic journals, focusing on expanding reach, attracting new readership, and increasing engagement within the academic community and beyond.
- Contribute to wider communications activities, providing support for other RSE projects and campaigns as needed, ensuring consistency in messaging and branding across all platforms.

Requirements and skills

Essential	Desirable
Proven experience in leading and managing high-quality marketing campaigns, primarily across digital platforms	Experience working with the media to secure coverage and promote campaigns
Skilled in designing marketing materials, including video editing, with proficiency in Adobe Creative Cloud	Experience of using project management software (i.e. Asana)
Strong expertise in utilising social media platforms and direct email marketing to enhance engagement, promote events, and maximise outreach	Experience of public speaking
Ability to plan, prioritise, and manage multiple projects under pressure while staying within budget	Experience and working knowledge of CRM databases
Demonstrated ability to engage effectively with a wide range of internal and external stakeholders	Experience working in a membership organisation or within third sector
Excellent written communication and visual storytelling skills, including preparing briefings	
Experience in working with designers, photographers, videographers and printers	
Outstanding organisational skills and attention to detail	

Management and stakeholders

Staff management	No management responsibility
Reports to	Communications Manager
Team	Communications

Key stakeholder groups	<p>Internal: Communications Manager, Head of Communications, Public Engagement team, Public Engagement Committee, RSE Council, Fellows, staff</p> <p>External: General public, community groups, partnership organisations, schools and educational institutions</p>
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Corporate expectations

- Apply RSE's key behaviours and skills (See "Our expectations" enclosed).
- Adhere to the RSE vision, mission and values
- Ensure all processes comply with data protection legislation and are in accordance with RSE record management policy and processes
- Observe all health and safety requirements
- Work within and promote policies in relation to the RSE Diversity Policy
- To undertake other reasonable tasks as required by RSE

Key behaviours and skills

These are the key behaviours and skills we expect of our staff. They are not an exhaustive list of all that is needed to efficiently and effectively do your job, but they are the key ingredients that will enable you to do so and which will help us be a successful organisation.



We expect our people managers to:

- Manage individual and team(s) performance
- Have clear and regular communications with the team(s)
- Hold regular one to one meetings with individuals
- Work effectively across team boundaries
- Provide their team(s) with advice and information on business related matters, e.g. finances, plans etc
- Demonstrate and provide leadership
- Support staff development
- Support staff wellbeing
- Motivate their team(s)
- Manage conflicts within their team(s)
- Foster and maintain a culture of trust and empowerment with individuals and the team(s)



The behaviours we expect from all our staff are:

- Operating professionally, objectively and with integrity
- Approachable and supportive of colleagues and others
- Reliable, delivering on the promise made or the task set
- Respect and trust in colleagues and others
- Sharing and communicating relevant information with colleagues and others
- Listening and learning from colleagues and others
- Constructively tackling difficult issues and circumstances
- Positively promoting us and our work



Our delivery expectations of all our staff are:

- Meeting deadlines set to the quality required
- Ensuring every activity has a communications plan
- Ensuring every activity has an outcome aligned with our strategy
- Ensuring every activity has an impact gathering measure(s)
- Applying our performance appraisal process so it's intended outcomes are achieved
- Understanding and contributing to our business /operational plans and how this connects with our strategic ambitions
- Connecting & communicating effectively with colleagues & others
- Achieving value for money with resources provided
- Competence in using the IT software needed for the job

