



JOB DESCRIPTION

Job Title	Marketing & Communications Manager
Reports To:	Head of Operations
Salary:	£32,000 pa
Hours:	35 hours per week
Location:	Riddle's Court, Edinburgh / Custom House, Leith with flexible home working and across SHBT properties

The Role

Scottish Historic Buildings Trust is a dynamic and innovative charity and building preservation trust with over 40 years' experience saving derelict and redundant buildings across Scotland. The marketing and communications manager is pivotal in promoting our charitable mission, driving awareness, and supporting commercial activities such as weddings, events, and venue hire, which sustain our preservation work.

Reporting to the head of operations and working with the director of SHBT, internal stakeholders and SHBT Trustees, you will be responsible for overseeing all marketing and audience development for SHBT, developing and delivering a marketing strategy relevant for the Trust's projects and property portfolio, and especially its commercial sales activity. This is an ideal role for a hands-on, self-starter marketer who thrives on creative work, is eager to take the lead in a new role, and is passionate about making a tangible impact in a mission-driven organisation.

Key responsibilities

Marketing

- Management and delivery of SHBT's digital presence, ensuring its values and brand identity are communicated clearly and consistently
- Monitor and measure the impact/reach of digital activity, including streamed events, collating analytics and producing reports for senior management team meetings, fundraising documents and Board meetings, ensuring GDPR compliance
- Build and deliver a rich content/editorial calendar including blog posts, newsletters, etc. in coordination with the events, projects and properties teams
- Manage the marketing strategy and set up of all paid campaigns, keeping detailed records of all digital advertisements
- Keep abreast of developments and trends in digital marketing and promotion, identifying, prioritising and using technologies and platforms to improve and enhance the influence of SHBT's digital presence



- Manage external website designers employed to develop the Trust and weddings websites to ensure that all content is supplied timeously to programmes and ensure integration with Trust finance, shopping, bookings, databases and other marketing and promotional tools (including CRM in the future)

Communications

- Develop, manage and implement the communications strategy for key projects, activities and events in coordination with the project managers.
- Drive engagement on social media via sharable content appropriate for specific networks to spread SHBT's brand and content, monitor and engage in relevant social discussions, run social promotions and campaigns, drive partnerships, drive consistent relevant traffic and leads from our social network presence, track, measure and analyse all initiatives to report on social media return on investment
- Drive media relations through media releases and arranging interviews with relevant media partners and outlets
- Promote the Director of SHBT as an authority on the work of the SHBT as Building Preservation Trust and expert in the field of regeneration. This will include exposure over a range of media including television, radio, social media channels, and blogs.
- Prepare promotional material & content for print or online, including desktop publishing and graphic content where required

Knowledge & Engagement

- Work with the fundraising officer to develop and deliver on-line fundraising campaigns
- Represent SHBT and drive new audiences via networking events and engagement, including attendance at key promotional events on behalf of the Trust
- Create and distribute event listing pages for our knowledge & engagement events (e.g., lectures, conferences, supporters' events) on Eventbrite and social media and promote these to target audiences to deliver capacity audiences to events
- Working with the Learning Working Group and other Trust staff, maintain the SHBT Knowledge section of website and develop databases of relevant audiences for each event
- Evaluate campaign performance and identify continuous improvement opportunities

Other duties

- Facilitate the Marketing Working Group of staff and trustees by taking minutes and providing quarterly reports for the group and Board Meetings
- Manage other design needs such as presentations, videos, signage, printed material, PDFs and trade show collateral as needed
- Manage SHBT's third party marketing listings
- Manage all administration for marketing purposes including image permissions and licensing



- Support SHBT administration, fundraising opportunities, projects and digital development, including filming, photography, and AR/VR offerings – predominantly with a focus on marketing and promotion administration.
- Any other reasonable tasks required by the by the Director of SHBT or SHBT Trustees to increase awareness of the Trust.

Person specification

Quality	Essential	Desirable
Education and Training	Educated to Degree Level or equivalent experience	Member of Institute of Marketing
Job Experience and Skills	<ul style="list-style-type: none"> • Proven experience in marketing and communications, ideally in the charity, heritage, or events sector. • Strong knowledge of digital marketing, including social media, SEO, and email marketing. • Experience managing budgets and marketing analytics. • Have a clear understanding of marketing for an organisation which undertakes both charitable and commercial activities. • Proven ability in achieving targets. • Experience developing relationships with media partners and building up a network of contacts. • Experience of creating communications material (including e-appeals, websites, and social media communications). • Excellent IT skills. • Experience of report writing. • Sound understanding of GDPR • Experience using analytics tools and a CRM system . • Experience of using Mailchimp or similar for mass communications. 	<ul style="list-style-type: none"> • Experience of heritage sector, the work of Building Preservation Trusts, capital projects in receipt of public funding

	<ul style="list-style-type: none"> • Ability to create simple designs on Canva or similar desktop publishing. • Wordpress 	
Personal Qualities	<ul style="list-style-type: none"> • Creative and strategic thinker with a results-driven mindset. • Excellent communication and interpersonal skills. • Excellent administrative and organisational skills • Ability to demonstrate excellent customer care attitude and behaviour, • Demonstrable ability to work on own initiative and to meet objectives and tight deadlines under pressure. • Able to work outside office hours by mutual arrangement 	<ul style="list-style-type: none"> • An interest in historic buildings, their conservation and cultural heritage