



## Marketing Officer

### Background to the role

Gairloch Museum is an independent museum, founded in 1977 to preserve and present the heritage and history of Gairloch and the surrounding area. In July 2019, after an eight year £2.4M project, we moved to new premises in a former Cold War bunker. In our new venue, the Museum has received many awards, most notably Winner of Art Fund Museum of the Year 2020. We aim to build on this success and become a must-visit attraction for the Northwest Highlands.

We receive around 10k -12k visitors per year in our season which runs from April - October. As well as appealing to visitors to the Highlands, we act as a local hub for community, heritage, art and creative activity. Many residents volunteer with us, helping across all areas of our operation. Our strong community base, as well as regular visitors who support from afar, continue to be our best ambassadors - but we need help to reach those people who have not already heard of us. "If you are going to visit one Museum in the north Highlands, it should be this one." (Brandt 2025)

### The Post

We are therefore seeking to appoint a Marketing professional to raise the profile of our award-winning Museum, to increase footfall and income, and grow our supporter base. Working closely with our Curator and Front of House team, you will increase our business-to-business sales, ensure our digital and print materials are fit for purpose, maximise our online profile and identify opportunities that will deliver real impact. Specifically, the ambitions for the role are to:-

- increase our number of individual visitors and tour groups
- identify the Museum as a must-see attraction in the North West Highlands
- ensure our online presence is fit for purpose
- evaluate our marketing and communications activity

To achieve these aims you will be a confident communicator who excels at building relationships, enjoys meeting people and making connections. You will be a creative and experienced marketer, who has led successful campaigns across a broad range of channels driving growth.

You will have the ability to analyse and interpret trends, manage budgets and measure the cost/benefits of your activities. You will have the design skills, as well as the digital background, to plan and deliver effective marketing campaigns. You'll have a tourism, hospitality or leisure background but, most importantly, you'll have an understanding of the rural tourism sector and the marketing expertise to help Gairloch Museum reach its Financial Sustainability targets.

## Post specification

Responsible to	The Board of Gairloch & District Heritage Company Ltd
Location	Gairloch, Wester Ross. IV22 2BH
Contract	Part-time (14 hours per week) initially for a 12-month period, with a review and view to extending for a further 12 to 24 months
Salary	£15.40 per hour (£28,028 FTE)
Terms and conditions	<p>The post holder will work to the Museum Policies and Guidance and within the agreed Contract of Freelance Employment.</p> <p>This role can be hybrid with flexible working hours, but the post holder must have the ability to attend meetings in person at Gairloch Museum, minimum of 1 day per month.</p>

## Job Profile

All who work in and for Gairloch Museum, be they volunteers or paid employees, are expected to recognise, respect and contribute to the purposes and activities of the charity in accordance with our Articles of Association.

Responsibilities	Key Tasks
Increase footfall of individual visitors and tour groups	<ul style="list-style-type: none"> <li>❖ Identify and exploit local and regional opportunities for promotion</li> <li>❖ Identify and make contact with individual tour guides, small group operators and coach companies</li> <li>❖ Develop plans to reach key audiences (families, cultural tourists and outdoors enthusiasts)</li> <li>❖ Work with local accommodation providers to ensure Gairloch Museum is “on the map”</li> <li>❖ Work in collaboration with other regional visitor attractions to raise profile of “honey pot” of experiences available locally</li> <li>❖ Working with the Museum team, identify opportunities and strategies to extend the reach of our Exhibitions and Events programme</li> <li>❖ Develop promotional materials to encourage donations and legacy giving</li> </ul>

<p>Identify the Museum as a must-see attraction in the North West Highlands</p>	<ul style="list-style-type: none"> <li>❖ Use online and traditional media to raise the profile of Gairloch Museum</li> <li>❖ Identify and exploit opportunities within specialist tour groups (NC500, Caravan &amp; Camping Club etc., Wildlife enthusiasts)</li> <li>❖ Develop good B2B relationships</li> <li>❖ Develop strong marketing and promotional materials, oversee distribution</li> </ul>
<p>Ensure our online presence is fit for purpose</p>	<ul style="list-style-type: none"> <li>❖ Contribute to the development of our website, using analytics to identify opportunities and formulate forward plan</li> <li>❖ Evaluate social media presence and develop strategy for increasing engagement and raising profile</li> <li>❖ Create and produce digital content (video reels, posts and copy) to attract visitors, highlight our offering and showcase behind-the-scenes experiences</li> </ul>
<p>Evaluate our marketing and communications activity</p>	<ul style="list-style-type: none"> <li>❖ Use available data to advise on quick wins and longer term ambitions</li> <li>❖ Identify gaps and opportunities in our current marketing activity</li> <li>❖ Present summary reports</li> </ul>
<p>Support the Museum team in maintaining our high standards</p>	<ul style="list-style-type: none"> <li>❖ Support colleagues in planning and delivering improvements to maintain and exceed VisitScotland's 5* status</li> <li>❖ Identify opportunities to further establish Museum's profile as a high quality Visitor Attraction</li> </ul>

## Person specification

### Essential

- ❖ Confident communicator, with excellent verbal and written communication skills
- ❖ Excel at building relationships.
- ❖ Creative and experienced marketer
- ❖ Ability to analyse and interpret trends
- ❖ Ability to manage budgets and measure the cost/benefits of your activities.

## Desirable

- ❖ Design skills
- ❖ Digital marketing background
- ❖ Experience of the tourism, hospitality or leisure sector
- ❖ Empathy with Gaelic culture, and a Gaelic speaker, or interest to learn
- ❖ Knowledge of pressures on small charitable organisations
- ❖ Interest in history / culture / heritage
- ❖ Understanding of pressures on rural communities

## APPLICATIONS

Applications should include a CV, a covering letter outlining your experience and interests relevant to the post and details of two referees, and should be submitted by email to [secretary@gairlochmuseum.org](mailto:secretary@gairlochmuseum.org)

The closing date for applications is 5pm Sunday 6th July.

Interviews scheduled to be held in Gairloch on Wednesday 30th July.

Applicants invited to interview will be notified by Thursday 17th July.