

Job Description

Director of Marketing and Communications

Reports to: Chief Executive Officer

Salary: Grade 7 - £45,000 - £55,000

Job Summary

The Director of Marketing and Communications (DMC) designs and leads Scottish Book Trust's (SBT) external communications strategy in support of the charity's mission, vision and values. This includes driving the strategic impact of SBT's digital presence, brand management, stakeholder, funder, and supporter engagement, as well as audience development for SBT's programmes.

The DMC leads the marketing and fundraising teams and as a member of the Senior Management Team (SMT), works closely with the CEO and other members of the SMT to contribute more widely to shaping and delivering the strategic direction of Scottish Book Trust's work as a whole.

Key Responsibilities

- As a member of SMT, contribute to the development, creation and delivery of SBT's strategic business plan
- Devise and deliver SBT's marketing and communications strategy to ensure consistent and effective promotion of the charity's public profile in support of its charitable aims, fundraising and programme objectives
- Lead and manage the marketing team to achieve its strategic and tactical marketing and audience development objectives, across digital, social and print media, as well as press and PR
- Line manage the Marketing and PR Manager to support implementation of agreed approaches to branding, PR, social media, print
- Line manage the Fundraising Manager supporting them to set and achieve fundraising targets and objectives
- Line manage the Digital Products and CRM Managers to support the design and delivery of web and CRM aspects of our marketing strategy and programme objectives
- In collaboration with the Director of Programme and programme heads, identify marketing and audience development approaches for each programme
- Using the diversity of SBT's communication platforms, develop deeper relationships with existing programme audiences while also devising innovative ways to reach new and under-represented audiences
- Work with the CEO to support SBT's campaigning and advocacy work
- Research, develop and manage data capture processes to provide market intelligence which support audience engagement and development, brand recognition and inform strategic and programme-making decisions
- Set, manage and report against the marketing budget and fundraising targets

- Prepare and present reports on the Marketing and Communications Team performance against its objectives to the SBT Board, and contribute more widely to Board Meeting discussions and decision-making
- Work diplomatically and collaboratively with external stakeholders, funders and delivery partners, using negotiating and influencing skills
- Act as an SBT ambassador, promoting SBT's work externally to stakeholders and supporters, particularly supporting fundraising donor/sponsor relations
- Actively manage own professional development, seeking out opportunities for continued learning and growth
- Act as a role model internally, actively demonstrating and promoting SBT's values

Skills & Experience

- Educated to degree level
- A minimum of 5 years' experience at a senior level in developing and delivering marketing and communication strategy, audience development, media relations and fundraising
- Membership of the Chartered Institute of Marketing is desirable
- Track record of strategic and creative thinking
- Thorough knowledge and understanding of market research and data analysis techniques
- Excellent understanding of strategic arts/charity marketing and audience development practice with proven experience and achievement in these areas
- Substantial experience of leading and managing a team of diverse talented and creative individuals, supporting individual performance and development, as well as creating excellent team relations and working practices
- Experience of leading a fundraising function, including development of a fundraising strategy
- Experience of using websites, CRM, social media and new technology as a marketing and audience development and engagement tool
- A proven track record in print production
- Experience of managing and reporting on significant organisational budgets
- Strong planning and project management skills
- Excellent written, verbal and presentation skills
- Experience of working across multi-disciplinary teams, supporting senior managers and others in the marketing/communications aspects of their roles
- Experience of reporting to the Board or executive team and representing an organisation to high profile external stakeholders
- Sophisticated negotiating and influencing skills, with a track record of establishing and managing effective stakeholder and partner relationships
- Good knowledge of the arts/literature/educational charity sectors