

Job Description

Print & Marketing Co-ordinator

Salary: Grade 3 (£21,000 - £24,999)

Reports to: Director of Marketing & Communications (DMC)

Job Summary

The Print & Marketing Co-ordinator is a key member of the Marketing Team with specific responsibility for all design and print production for a wide range of materials and resources at Scottish Book Trust. The post is the essential link between internal teams and external suppliers (designers and printers). The post calls for a highly organised person with an eye for design and experience in print production and marketing.

Key Responsibilities

- Ensure brand and accessibility guidelines are communicated and adhered to
- Be the brand guardian for Scottish Book Trust communications
- Work closely with Web Team and Digital Marketing Manager to ensure branding is expressed effectively and appropriately in all online channels
- Through close liaison with programme teams, the postholder project manages all Scottish Book Trust print materials from planning, setting time lines, agreeing design and ensuring delivery.
- Work with teams to develop briefs and identify design direction
- Review and sign off all briefs
- Appoint and liaise with designers, printers and proof readers
- Manage the output of design agencies, freelance designers and illustrators to ensure they deliver to the brief and on time
- Manage print tenders and print budgets, with regular reporting to the DMC
- Review, develop and manage Scottish Book Trust's image bank, using the photo management software
- Work closely with the Heads of Programme to evaluate the effectiveness of print materials
- Support the DMC with tactical marketing tasks as required

Skills & Experience

- Experience of project managing design and print production, including book publishing
- Excellent copy writing, editing and proof-reading skills
- Experience of marketing, ideally in an arts, literature or education sector
- High degree of computer literacy including experience of design software / desktop publishing
- Ability to manage freelance designers, proof readers, and print companies to deliver quality work to agreed deadlines
- Budget management skills
- Strong project management and planning skills
- Ability to work independently and manage competing priorities
- Educated to degree level or equivalent professional experience
- Excellent communication and presentation skills

- Ability to work across teams and negotiate achievement of objectives
- Knowledge of the literature sector is desirable

Other Information

The post is based at Scottish Book Trust offices in Edinburgh.