



Job Description

Marketing Communications Co-ordinator (Schools)

Fixed Term to 31st March 2019

Salary: Grade 3 (£21,000 - £24,999)

Reports to: Director of Marketing & Communications (DMC)

Job Summary

The Marketing Communications Co-ordinator is a key member of the Marketing Team with specific responsibility for marketing communications and design and print production for the Schools Communities team, in particular the wide range of materials and resources needed for the attainment programme. The post is the essential link between the School Communities team and external suppliers (designers and printers). The post calls for a highly organised person with an eye for design and experience in marketing communications and print production..

Key Responsibilities

- Devise, plan and project manage marketing communications campaigns to promote our key messages and programmes to new and existing school, community and library audiences and key stakeholders.
- Through close liaison with School Communities Team staff , project manage the team's print materials from planning, setting time lines, agreeing design and ensuring delivery
- Work with School Communities Team staff to develop briefs and identify design direction for print materials and online developments
- Working with the Print and Marketing Coordinator, ensure brand and accessibility guidelines are communicated and adhered to
- Review and sign off all briefs
- Liaise with and project manage 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, liaising with the Print and Marketing Coordinator and with regular reporting to the DMC
- Work closely with the Head of Schools Communities and the DMC to evaluate the effectiveness of marketing communications campaigns and print materials
- Work closely with DMC and Head of School Communities to support effective communications with Scottish Government Communications and Policy teams, on events and other communications activities
- Coordinate SBT communications to schools to ensure well planned, coordinated communications to key audience groups
- Support the Scottish Book Trust PR team with preparation of media, as required

Skills & Experience

- Strong project management and planning skills
- Experience of planning and project managing marketing communications campaigns
- Experience of project managing design and print production

- Excellent communication skills with the ability to work across teams and negotiate achievement of objectives
- Excellent copy writing, editing and proof-reading skills
- Experience of marketing, ideally in an arts, literature or education sector
- Ability to manage freelance designers, proof readers, and print companies to deliver quality work to agreed deadlines
- Budget management skills
- Ability to work independently and manage competing priorities
- Educated to degree level or equivalent professional experience
- Knowledge of the literature sector is desirable

Other Information

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