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| Description: Description: cid:_com_android_email_attachmentprovider_1_4837_RAW@sec.galaxytab | Job Description | March 2024 |

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| **Role:** Digital Marketing Executive | **Region / Department:** Audiences & Support |
| **Reports to:** Digital Marketing Manager | Pay Band: 4 Lower, £30,995 - £34,111 pro-rata, per annum |
| **Location:** Edinburgh (hybrid) | **Type of Contract:** 9 months Fixed-term, Full Time |
| **COST CENTRE (e.g.: 3CUZ):** | **ACTIVITY CODE (e.g.: VSZ):** |

# JOB PURPOSE

The National Trust for Scotland is the charity that cares for, shares and speaks up for Scotland’s magnificent heritage. Since 1931, we’ve pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. We’re Scotland’s largest membership organisation and we’re independent from government.

The Audiences and Support Directorate brings together a range of creative and specialist skills to build support for our charity. Working closely with colleagues across Scotland, we protect, enhance and build the Trust’s reputation, positioning our charity as a leader in protecting and sharing Scotland's natural, cultural and historic places for everyone to enjoy.  By listening to our audiences and placing them at the heart of what we do, we grow support for our charity; increasing membership, inspiring visits and generating vital income through philanthropic work.

# KEY RESPONSIBILITIES AND ACCOUNTABILITIES

1. Assist the Digital Marketing Manager to develop and deliver digital marketing plans and tactics meet Audience & Support objectives.
2. Assist with the delivery of strategic email communications to members and leads.
3. Build and maintain strong relationships with internal colleagues and other Directorates to keep up to date with developments, needs and opportunities.
4. Monitor and manage the Trust’s PPC ads.
5. Use Google Analytics to track and measure supporter behaviour and marketing success.
6. Assist with the improvement of the Trust’s SEO through the implementation of technical fixes and drafting keyword briefs.
7. Assist in developing appropriate marketing messaging and collateral in support of agreed marketing plans, tactics and other activity.
8. Monitor, track and report on results of digital activity across the Marketing team

The current duties of this job do/ do not require a criminal records (Disclosure Scotland) check to be carried out.

# REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

**Qualifications**

Essential

* A relevant degree or marketing-specific qualification or equivalent experience

**Experience**

Essential

* Experience of email marketing through a mass emailing software.
* Knowledge of digital marketing activities, including SEO, PPC advertising, and email marketing.
* Understanding of different audiences and how to successfully engage with them.
* Knowledge of best practice in GDPR and data management.
* Strong administrative and reporting skills.
* Good working knowledge of Google Analytics, and ideally Google AdSense.
* A proactive approach with problem solving skills.
* Skilled in written communication – persuasive, accurate, concise approach and ability to follow brand tone of voice.
* Good teamwork and communication skills.
* Demonstrable experience of the Trust’s core Values (brave, caring, curious, inclusive, vibrant).
* Competent user of Microsoft Office products.
* Ability to manage time efficiently and effectively in an environment of changing priorities.

**DIMENSIONS AND SCOPE OF JOB**

People Management

* No line management responsibility.
* Close working relationship with Audience & Support teams, property teams and other directorates.
* Work with marketing agencies and external consultants as required.
* Post holder will be in regular contact with a wide range of internal and external stakeholders.

Financial Management

* None

Tools / equipment / systems

* Microsoft Office systems including OneDrive, Teams, Excel
* Email marketing automation platforms (training will be provided)
* Google Analytics and AdSense platform
* Meta ad platform
* Affiliates software
* SEO management software

Key performance indicators and targets

* Contributes to key Audiences & Support KPIs including a range of brand metrics, as well as visitor, membership and fundraising targets

**Place in organisational structure:**

***Audiences & Support – Marketing Team***

# The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

**Applications**

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk, by Sunday 28th April 2024

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Gardener - Culzean"