ROLE DESCRIPTION

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| Job Title: | Marketing Officer |
| Division: | Charity Services |
| Department: | Fundraising & Marketing  |
| Location: | Hybrid: Edinburgh (Causewayside House) and home working (in Scotland) |
| Geographical focus of role: | Scotland-wide |
| Contractual Status of Role: | Permanent |
| Hours: | 28 hours per weekFlexible working arrangements available |
| Salary: | £29,400 pa pro rata (£23,520 pa actual) |
| Job Title of Line Manager: | Marketing Manager |
| Job Titles and number of any direct reports: | None |
| Job Purpose: | Deliver Age Scotland’s marketing strategy with a focus on brand management, website development and marketing to cover the full marketing mix across multiple media channels. To be a marketing practitioner writing, editing and publishing content and evaluating the impact.Work with colleagues across the charity on marketing planning, promotion and campaigns, to successfully raise the profile of Age Scotland, drive uptake of services and increase donations.  |
| Main Responsibilities/Deliverables: | Support the Marketing Manager in implementing the marketing plan and strategy.Branding:* Ensure consistency of brand across all marketing materials.
* Carry out market research to benchmark brand awareness.

Marketing:* Work with colleagues across the organisation to promote the charity’s key services, messages and campaigns.
* Create engaging content, copy and materials.
* Liaise with and manage external agencies to ensure clear understanding of Age Scotland marketing plans and develop printed and digital projects in line with brand guidelines.
* Manage and allocate budget spend accordingly.

Digital:* Maintain the charity’s websites and update content using the CMS.
* Liaise across teams to ensure a coordinated approach to website content ensuring that it is up to date, accurate and engaging, making good use of current and new techniques.
* Increase website conversion rates and maximise online income.
* Co-ordinate digital advertising of Age Scotland’s promotions and marketing including raising awareness of the work of the charity, supporting fundraising campaigns and promotions, policy campaigns and events.
* Manage Google Grants and Google Analytics reporting.
* Work collaboratively with teams across the charity to develop multimedia content and case studies which promote the work of Age Scotland, to include video content.

Liaise with Marketing Officers within our National Partners in Age UK, Age NI and Age Cymru. |

**PERSON SPECIFICATION**

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| **ESSENTIAL** | **DESIRABLE** |
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| **Experience:** |  |
| Minimum 2 years’ experience within a similar role |  |
| Experience of multi-channel marketing campaigns, both digital and print |  |
| Production of marketing materials and communications for a variety of functions and audiences |  |
| Proven copywriting abilities |  |
| Experienced at developing brand building initiatives |  |
| Experience of working collaboratively with internal stakeholders and working on cross-departmental initiatives |  |
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| **Knowledge/skills:** |  |
| Knowledge of current trends and new techniques in marketing and campaigns | Knowledge of current social and political issues, particularly in relation to Scotland’s older people |
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| Creative with ability to think laterally and develop a programme of new ideas |  |
| Ability to work on own initiative but to also work closely with colleagues and managers across a variety of functions |  |
| Excellent written and verbal communication skills, including the ability to write concise and engaging copy |  |
| Strong numeric and budget management skills |  |
| Strong IT skills |  |
| Creative and design skills |  |
| Excellent planning skills and an ability to identify and maximise opportunities |  |
| Ability to contribute creative ideas, digest information and translate into stories |  |
| Good organisational skills, ability to work flexibly, prioritise workloads, manage competing demands and work under pressure and to tight deadlines |  |
| Ability to network and create good working relationships with people and organisations at all levels |  |
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| **Qualifications:** |  |
|  | Educated to degree level or equivalent in Marketing |
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| **Additional Requirements:** |
| The role requires occasional travel in Scotland and the UK |  |
| Willingness to work from the Edinburgh office when required (NB, travel costs from home to the office will not be reimbursed by Age Scotland.) |  |
| Commitment to the aims and vision of Age Scotland and an ability to demonstrate our values (**Empowering**, **Inspiring, Inclusive and Integrity)** in your work  |  |
| Desire to seek out professional development opportunities and to shadow other fundraisers to learn and grow |  |
| An understanding of and commitment to equal opportunities |  |
| Commitment to work alongside and support volunteers  |  |
| Employees are expected to undertake any and all other reasonable and related tasks allocated by their line manager. |  |
| Employees are expected to have a suitable home work space and furniture with a good broadband connection for occasional home working. |  |
| Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain the Watchguard app on either their personal or work mobile device. |  |