

Recruitment Pack for

# **MARKETING AND EVENTS OFFICER**

**The Great Tapestry of Scotland**

Dear Applicant

**Post:** Marketing and Events Officer (Great Tapestry of Scotland)  
**Closing Date:** **Wednesday 16 June at 17:00**  
**JOB REF No:** **0577**  
**SALARY:** **Grade 6 (£22,950 - £25,500 per annum)**

Thank you for the interest you have shown in our Marketing and Events Officer post within our team which will be based at The Great Tapestry of Scotland in Galashiels. You will find the following enclosed:

The following information provides you with details about our organisation to assist you with your application. More information can be found on our website [www.liveborders.org.uk](http://www.liveborders.org.uk)

- Introduction to Live Borders
- Our Strategic Vision
- The Great Tapestry of Scotland
- Job Description and Person Specification
- Conditions of Employment

The enclosed information provides you with details about our organisation to assist you with your application.

If you would like to apply for this post, you will find an Application Form & Guidance along with an Equal Opportunities Monitoring Form. Please complete both and return to [recruitment@liveborders.org.uk](mailto:recruitment@liveborders.org.uk)

The anticipated timeline for the recruitment process is outlined below:

**Closing Date:** **Wednesday 16 June 2021 at 17:00**  
**Interviews:** **Date tbc**

The selection process can include different forms of assessment along with a formal interview. You will be advised of this if your application is successful.

If you have a disability and need assistance in completing your application form, please contact our People team [recruitment@liveborders.org.uk](mailto:recruitment@liveborders.org.uk) to discuss your needs or request a call back.

We look forward to receiving your completed application.

## Introduction to Live Borders

Live Borders is the sport, leisure and culture trust for the Scottish Borders – this means we are a charity. Our aim is for everyone living, working and visiting the Borders to be **healthier, happier and stronger**.

Live Borders is governed and led by a Board of 15 Trustees who set the strategic direction and monitor performance of the organisation.

Live Borders are proud to have been selected to exhibit and look after The Great Tapestry of Scotland in Galashiels.

## Our Strategic Vision

**Vision:** Everyone living in, working in, and visiting the Borders to be healthier, happier and stronger.

**Mission:** We use our energy, enthusiasm and knowledge to support more people to experience more, learn more, and move more.

**Strategic Goals:**

- Expand levels of participation
- Grow our earned income
- Develop plural funding streams
- Build on our reputation for great customer service
- Be a sustainable charity
- Nurture our people.

## Our Aims and Values

At the heart of Live Borders is our commitment to improve lives through physical activity, sport and culture. We use our energy, enthusiasm and knowledge to support people to experience more, learn more and move more.

Our Values underpin all that we do: [Live Borders Values](#)

Every penny spent with us is reinvested into supporting active, creative and healthy communities.

The executive team, made up of our CEO and 3 Directors, provide the strategic lead on the management and development of Live Borders to ensure we are a sustainable, dynamic and flexible organisation fit for the future and that meets our stated outcomes.

As we re-emerge from the challenges of Covid 19 and a lockdown which has seen Live Borders unable to deliver any of its services to customers we are now entering a period of recruitment to meet our new ways of working and our ever expanding programmes of activity. Here are some of the ways in which the way we do things are different:

<https://www.liveborders.org.uk/what-to-expect-getting-you-back-safely/>

## The Great Tapestry of Scotland

The Great Tapestry of Scotland tells the inspirational true story of the country's history, heritage and culture (from 8500 BC to present day). It was hand stitched by over 1000 people in communities across Scotland and transported by land, sea and air to come together.

It is made up of 160 panels of Scottish linen and 300 miles of wool (enough to lay the entire length of Scotland from the Border with England to the tip of the Shetland in the North Atlantic).

Carefully and methodically handcrafted, it's a remarkable achievement of great skill and determination, bringing people across Scotland together to celebrate the wonderful embroidery skills passed down through generations and create a visual record of their history.

The brand new purpose built national gallery and visitor centre housing the Tapestry will open in Galashiels in the heart of the UK's premier textile region in 2021. It will celebrate the creative talents of the stitchers and tell the people's story of Scotland – from Mary Queen of Scots, Robert the Bruce, Robert Burns and Sir Walter Scott to rugby, football, movies and music.

In addition to showcasing the beautiful Tapestry and telling the story of Scotland through interactive displays and audio guides, there will be nationally significant changing exhibitions and education activities, workshops and events where people can meet the makers, a gift shop, and a café serving seasonal and local produce.

The Great Tapestry of Scotland will be a must visit, significant and sustainable, high quality visitor experience that will bring new and repeat visits to the area and support other tourist related business, particularly in the Borders. We have a requirement for a Marketing and Events Officer to join the team, providing a flawless first class service and world-class welcome to visitors.

## JOB DESCRIPTION

<b>Post:</b>	Marketing and Events Officer
<b>Directorate:</b>	Commercial Services
<b>Reporting to:</b>	Marketing and Communications Manager

### Job Purpose:

Responsible for the development and delivery of the Great Tapestry of Scotland Marketing strategy. Developing and delivering an events programme, sponsorship and fundraising opportunities.

Responsible for driving the charitable focus of the Live Borders' Marketing and Communication strategy to internal and external stakeholders.

### Duties include:

1. Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration across national and international markets.
2. Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
3. Work with Fundraising officer to identify opportunities
4. Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
5. Keep, create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations
6. Develop and deliver Events programme positioning the centre as a desirable venue for private and public events.
7. Manage projects with external marketing support providers e.g. designers, web or media relations support
8. Effectively manage project budgets and advise teams on marketing spend
9. Update the Great Tapestry of Scotland website using content management systems (CMS) with a view to SEO optimisation
10. Daily management of social media to achieve growth in audiences and engagement

This job description is indicative of the nature and level of responsibility associated with the job. It is not exhaustive and there may be a requirement to undertake such other duties as required.

### Other details:

Requirement to work out of hours on occasion

Postholder will work 5 days from 7 to suit the requirements of the business

Requirement for PVG/Disclosure check – None.

## PERSON SPECIFICATION

<b>EDUCATION</b>			
<b>Essential</b>	<b>Key</b>	<b>Desirable</b>	<b>Key</b>
Degree level in marketing including international, communications, event management or another relevant subject where there are transferrable skills. Extensive experience will also be considered.	<b>A</b>	Member of appropriate professional body	<b>A</b>
<b>EXPERIENCE</b>			
<b>Essential</b>	<b>Key</b>	<b>Desirable</b>	<b>Key</b>
Experience of working in a marketing & communication function	<b>A/ I</b>	Experience in trust/charitable	<b>A</b>
Exp. of developing and implementing marketing & communication plans	<b>A/I</b>	Exp. working in sales environment	<b>A</b>
Exp. of managing project budgets	<b>A/I</b>	Experience of supplier management	<b>A/I</b>
Exp. of writing reports and business cases	<b>I</b>	Exp. of business/new product development	<b>A/I</b>
Exp. in provision of advice to managers/ directors	<b>I</b>	Exp. of delivering internal communications activity	
Exp. of developing strong successful partnerships and working in collaboration to deliver key outcomes	<b>I</b>	Exp. of using analytics/ system – able to interrogate and apply audience insights	
<b>SKILLS AND KNOWLEDGE</b>			
<b>Essential</b>	<b>Key</b>	<b>Desirable</b>	<b>Key</b>
Strong copywriting skills and the ability to communicate complex ideas	<b>I</b>	Knowledge of the commercial aspects to marketing	<b>A</b>
Knowledge and understanding of marketing best practice	<b>I</b>		
Self-motivated, with the ability to work proactively using own initiative	<b>I/R</b>		
Knowledge of current trends and use of technology such as web content and social media	<b>I</b>		
Ability to work collaboratively with others to provide a high quality service	<b>I</b>		
Able to communicate complex information clearly, by written or verbal means to individuals, with a wide range of technical knowledge	<b>A/I</b>		
Excellent interpersonal skills, and the ability to develop and maintain effective working relationships	<b>I/R</b>		
Ability to communicate effectively orally and in writing	<b>A/I</b>		

### KEY

**A** – Application

**I** – Interview

**R** – Reference

**T** - Test

## SUMMARY OF CONDITIONS OF SERVICE

Location:	<b>The Great Tapestry of Scotland</b> (colleagues may be required to work at any Live Borders site during their career with us).
Hours of Work:	<b>37</b> hours per week, worked as agreed with line manager
Payment Method:	Paid monthly on the last banking day of each month.
Annual Leave:	Up to 2 years' service = 30 days (pro-rata for part time) Increases by an extra day after completion of two years' service by commencement of the leave year. An additional day accrued for each completed year of service up to max of 5 additional days.
Public Holidays:	4 designated public holidays per year (pro-rata for part time)
Notice Period:	4 weeks, as detailed in any offer of employment
Pension:	Option to join Group Personal Pension; employee contribution from 5% with the option to join the Local Government Pension Scheme after 5 years' service.
Equal Opportunities:	Live Borders is an Equal Opportunities Employer and considers applicants on their suitability for the post regardless of sex, race, religion, disability or sexual orientation.
Sickness Allowance:	Employees with less than 6 months' service get Statutory Sick Pay (SSP) only. Occupational Sick Pay is available to employees with more than 6 months' service (when the sickness commences) and starts from 5 weeks' full pay/ 5 weeks half pay and increases to a maximum of 26 weeks' full pay/ 26 weeks half pay after 5 years' service.
Presentation:	Live Borders has strict standards of presentation; which staff are required to comply with. Uniforms are provided for the majority of posts where provided these must be kept clean and well presented. Where a uniform is not provided appropriate business dress is expected.
Other Benefits:	Free access to all our sports facilities Cycle To Work Scheme Access to ASVA Healthy Extras – includes retail discounts and access to health and wellbeing services

Please note that this is a summary of Live Borders conditions of service. If you are successful at interview and are offered employment, the specific conditions that apply to you will be detailed in your contract.

## INFORMATION FOR ALL JOB APPLICANTS

### Evidence of Right to Work in the United Kingdom

As a result of the Asylum and Immigration Act 1996, Live Borders requires every employee to provide evidence of eligibility to work in the UK. This will be required from the successful candidate prior to the appointment being made. Please do not send documentation at this stage. There are a number of specified documents which you could provide, some of which are listed below. Only one is required:

1. A passport describing the holder as a British Citizen
2. A passport containing a Certificate of Entitlement issued by, or on behalf of the Government of the United Kingdom, certifying that the holder has the right of abode in the UK.
3. A passport or national identity card issued by a State which is a party to the European Area Agreement and which described the holder as a national of that state.
4. A registration card which indicates that the holder is entitled to take employment in the UK
5. A birth certificate issued in the United Kingdom or in the Republic of Ireland, with documentary evidence of their National Insurance Number.
6. A certificate of registration or naturalisation as a British citizen, with documentary evidence of the National Insurance Number.

### Disclosure Scotland

The successful candidate will be subject to a Protecting Vulnerable Group registration to become a member of the Disclosure Scotland PVG Scheme, if this is a requirement of the post. The cost of this registration will be met by Live Borders.

### Live Borders

For more information about Live Borders please visit our website [www.liveborders.org.uk](http://www.liveborders.org.uk)

Please contact our People Team on [recruitment@liveborders.org.uk](mailto:recruitment@liveborders.org.uk) if you require any other information about working for Live Borders.