



RECRUITMENT PACK

Marketing Manager





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ABOUT LIVE BORDERS

Live Borders is a forward-looking charitable trust at the heart of the Scottish Borders, delivering active, creative, heritage, life-long learning and community services that make a real difference to people's lives.

We exist to help communities thrive - physically, creatively and socially.

Every day, our teams support people to be active, curious and connected, whether that's through sport and fitness, libraries and learning, arts and heritage, museums, events or community programmes.

Since our establishment in 2016, Live Borders has brought together sport, leisure, culture and learning services into one organisation with a shared purpose: to improve wellbeing, reduce inequality and strengthen communities across one of Scotland's most distinctive regions.



A PLACE-BASED ORGANISATION DELIVERING SOCIAL IMPACT

The Scottish Borders is a unique place - rural, diverse and deeply connected to its communities. Live Borders reflects that. We deliver services across towns, villages and rural communities, reaching people of all ages and backgrounds.

Each year, we support more than a million visits to our sport and leisure facilities and hundreds of thousands of visits to our cultural venues and services. But our ambition goes beyond numbers. We want to ensure that what we offer is relevant, inclusive and responsive to the changing needs of the communities we serve.

We reinvest every penny we generate back into services and communities, ensuring public value and social impact sits at the heart of everything we do.

A TIME OF OPPORTUNITY AND CHANGE

Live Borders is on an exciting journey. With new leadership and a clear focus on impact, we are strengthening how we engage with communities, partners and stakeholders, and how we tell our story.

This is a place for people who want to make a difference - who are motivated by purpose, but also excited by change, improvement and innovation.



A MESSAGE FROM OUR CHIEF EXECUTIVE

Thank you for your interest in joining Live Borders.

Live Borders plays a vital role in the life of the Scottish Borders. Every day, our teams support people to be active, creative, curious and connected, through active living, creativity, culture and heritage, learning and community services. The impact of this work is felt across our communities, and it matters deeply.

We are a values-led organisation with a strong sense of purpose, and we are also one that is evolving, responding to the changing needs of our communities, the challenges facing the public and third sectors, and the opportunities ahead of us. This is a moment to be ambitious, thoughtful and bold about how we deliver our services and how we engage with the people we serve.

Everyone who works at Live Borders plays a part in our success. We are looking for people who care about people and place, who bring ideas, enthusiasm and commitment, and who want to do work that makes a positive difference. Whether your role is frontline, operational, specialist or strategic, you will be supported to contribute, grow and do your best work.

At Live Borders, we value openness, inclusion and teamwork. We believe that empowered people deliver the best services, and we are committed to creating an environment where our teams can grow, develop and do their best work.

If you are motivated by purpose, excited by change and keen to be part of an organisation rooted in community and impact, I encourage you to consider joining us.

I look forward to welcoming you to Live Borders.

Catriona McAllister
Chief Executive
Live Borders



THE ROLE

Hours: 37 hours per week / Permanent

Location: Headquarters, Newtown St Boswells

Salary: £36,251.24 - £39,222.34

This is a key leadership role at the heart of Live Borders' future. As Marketing Manager, you'll lead the delivery of marketing and communications activity across a diverse portfolio of services, ensuring campaigns, channels and content are aligned, insight-led and impactful.

You'll manage and develop a talented marketing team, oversee performance and quality, and act as the principal operational marketing adviser within the organisation. Working closely with the Head of Engagement, you'll help translate strategy into action, strengthen our brand and reputation, and ensure marketing plays a central role in growing participation, engagement and income across the Scottish Borders.



KEY RESPONSIBILITIES

Marketing Planning & Delivery	<p>Lead the development, coordination and delivery of marketing plans and activity across Live Borders, within the framework of the organisation's Engagement strategy.</p> <p>Translate organisational priorities into clear marketing plans, delivery approaches and team work programmes.</p> <p>Ensure marketing activity across services is aligned, prioritised and delivered effectively.</p>
Campaign Oversight, Performance & Quality	<p>Oversee the planning, delivery and evaluation of marketing campaigns, communications and engagement-supporting activity delivered by the Marketing Officers.</p> <p>Ensure all activity is insight-led, audience-focused, on brand and delivered to agreed quality, timescale and budget.</p> <p>Monitor performance, identify risks or capacity pressures and take appropriate action, escalating to the Head of Engagement where required.</p>
Brand Leadership & Governance	<p>Act as the organisation's lead operational brand guardian, with responsibility for the consistent application and day-to-day management of brand standards, tone of voice and visual identity.</p> <p>Ensure brand standards are embedded across marketing, communications and digital activity.</p> <p>Manage and escalate significant brand, reputational or communications risks in line with agreed procedures.</p>
Leadership & Line Management	<p>Line manage the Marketing Officers, Marketing & Communications Co-ordinator and Marketing Assistant, providing clear leadership, direction and performance management.</p> <p>Manage team workload, priorities and capacity to ensure effective delivery of organisational objectives.</p> <p>Support staff development, capability building and succession planning within the marketing team.</p> <p>Foster a collaborative, high-performing team culture.</p>



KEY RESPONSIBILITIES

Stakeholder & Relationship Management	<p>Act as the senior operational marketing contact for services, providing professional advice on marketing approaches, priorities and delivery.</p> <p>Build and maintain strong working relationships with senior colleagues, service managers and partners.</p> <p>Lead relationships with key external suppliers and agencies, ensuring value for money and high-quality outputs.</p>
Digital, Content & Channel Management	<p>Provide operational leadership for digital, social media and content channels, ensuring effective governance, accessibility and performance.</p> <p>Ensure channel standards and best practice are applied consistently across the organisation.</p> <p>Oversee the effective use of paid and organic digital activity to support organisational objectives.</p>
Insight, Reporting & Continuous Improvement	<p>Oversee marketing performance reporting, evaluation and learning at team and service level.</p> <p>Use insight and evidence to inform decision-making, prioritisation and continuous improvement.</p> <p>Contribute marketing performance insight to wider engagement and organisational reporting led by the Head of Engagement.</p>
Budget & Resource Management	<p>Manage marketing budgets, ensuring effective planning, monitoring and control of spend.</p> <p>Authorise expenditure in line with financial procedures and ensure value for money.</p> <p>Allocate resources across the team to meet priorities and deliver agreed outcomes.</p>
Governance & Ways of Working	<p>Ensure marketing activity complies with organisational policies, legal requirements and best practice.</p> <p>Lead the development and continuous improvement of marketing processes, systems and ways of working.</p> <p>Contribute to cross-functional and organisational projects as required.</p>



OTHER DETAILS

- Undertake any other reasonable duties which may be requested by Live Borders
- Requirement to work out with normal hours (evenings/weekends): Occasional, by arrangement
- Full UK Driving Licence and access to vehicle essential.
- Live Borders offers a flexible working environment, with a hybrid approach.



KNOWLEDGE & EXPERIENCE

EDUCATION

Essential	Assessed	Desirable	Assessed
Degree in a related subject or able to demonstrate equivalence through career CPD and experience	A/I	Relevant professional marketing qualification or equivalent experience.	A/I

EXPERIENCE

Essential	Assessed	Desirable	Assessed
Substantial experience in a marketing or communications management role.	A/I	Experience working in a public, third-sector or arms-length organisation.	A/I
Proven experience of managing and leading marketing teams.		Experience working within an engagement, communications or customer-focused function	
Strong track record of overseeing the delivery of marketing campaigns and communications activity.		Experience leading service improvement or organisational change.	
Experience of managing budgets and external suppliers.			



SKILLS AND KNOWLEDGE

Essential	Assessed	Desirable	Assessed
Strong understanding of brand management, digital marketing and multi-channel delivery.	A/I		
Ability to provide authoritative professional marketing advice within a complex organisation.	A/I		
Strong leadership, planning and decision-making skills. Excellent written and verbal communication skills.	A/I		

PACKAGES & BENEFITS

Pension: Starts with a 5% company contribution into an Aviva scheme, increased to 10% after 2 years service. After 5 years service, you can join the Local Government Pension Scheme (current company contribution is 17%)

Holidays: Starts at 30 days of annual leave plus 4 public holidays (for Christmas and New Year). Increases with service up to a maximum of 35 days after 6 years' service.

Free membership at our Gyms & Swimming Pools

Free entry to our Attractions (e.g. The Great Tapestry of Scotland, The Jim Clark Motorsport Museum)

Death in Service benefit of 3 times salary

ASVA membership: We are a corporate member which means staff can get free access to other member attractions, including Edinburgh Zoo and Historic Scotland sites.

Cyclescheme: Saves the employee tax and NI contributions on the purchase of a new bike and accessories



NEXT STEPS

If you would like more information or an informal chat about the role, please contact Karen Nichol on knichol@liveborders.org.uk

If you would like to apply for this post, head to
<https://liveborders.bamboohr.com/careers>

Hours: 37 hours per week / Permanent

Location: Headquarters, Newtown St Boswells

Salary: £36,251.24 - £39,222.34

Closing Date: 22nd February 2026 at 9am

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 to discuss your needs.

We look forward to receiving your completed application.