



RECRUITMENT PACK

Marketing Officer
(Communications)





CONTENTS

About Live Borders

A message from our CEO

The Role

Key Responsibilities

Knowledge and Experience

Packages and Benefits



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: £30,444.10 - £32,913.58

As Marketing Officer (Communications), you'll play a vital role in shaping how Live Borders communicates with its audiences. You'll lead internal and external communications activity, manage PR and media relationships, and ensure messaging is clear, consistent and on brand. From staff communications to media releases and digital content, you'll help protect and enhance Live Borders' reputation while supporting services to communicate effectively. This role is ideal for a communications professional who enjoys variety, values collaboration and wants to use strong storytelling and messaging to make a positive impact in communities across the Scottish Borders.



KEY RESPONSIBILITIES

Communications Planning & Delivery	<p>Lead the delivery of internal and external communications activity across Live Borders services, in line with agreed engagement and marketing strategies.</p> <p>Develop communications plans, briefs and schedules for assigned activity, working within the wider framework set by the Head of Engagement and Senior Marketing Officer.</p> <p>Take responsibility for the delivery and evaluation of assigned communications activity, escalating risks or issues as appropriate.</p>
Brand Guardianship & Tone of Voice	<p>Act as a brand guardian for Live Borders, ensuring all communications adhere to agreed brand guidelines, tone of voice and visual identity.</p> <p>Apply brand and messaging standards consistently across communications and support colleagues to do the same.</p> <p>Refer significant brand, tone or reputational issues to the Senior Marketing Officer as required.</p>
Internal Communications	<p>Lead the delivery of internal communications activity, ensuring staff are informed, engaged and supported through clear and timely messaging.</p> <p>Work with managers and services to plan and deliver effective internal communications aligned to organisational priorities.</p> <p>Support the continuous improvement of internal communications channels and approaches.</p>
Customer Engagement & Reputation	<p>Manage customer-facing communications and responses in line with agreed tone of voice and customer standards.</p> <p>Support the identification, management and escalation of reputational issues in line with agreed procedures.</p>



KEY RESPONSIBILITIES

External Communications & PR	<p>Lead external communications activity, including news releases, statements, briefings and proactive PR.</p> <p>Act as a key point of contact for media enquiries, working within agreed procedures and escalating sensitive issues as required.</p> <p>Support positive media coverage and protect the organisation's reputation through effective communications.</p>
Stakeholder & Relationship Management	<p>Act as the main communications contact for assigned services, providing professional advice on messaging, audiences and channels.</p> <p>Work collaboratively with colleagues across the organisation to ensure communications are joined-up and consistent.</p> <p>Manage day-to-day relationships with external communications suppliers or partners where required.</p>
Digital, Content & Channel Management	<p>Lead the delivery of communications content across digital channels, including website, social media and email, in line with agreed channel strategies.</p> <p>Ensure content is accurate, accessible, timely and aligned with brand and messaging standards.</p> <p>Support the planning, scheduling and optimisation of communications content across platforms.</p>
Insight, Reporting & Evaluation	<p>Monitor and report on the effectiveness of communications activity, using insight to improve future delivery.</p> <p>Contribute communications data, learning and insight to wider marketing and engagement reporting led by the Senior Marketing Officer.</p>
Budget & Resources	<p>Manage allocated communications budgets, monitoring spend and ensuring activity delivers value for money.</p> <p>Process requisitions, purchase orders and invoices in line with financial procedures.</p> <p>Identify opportunities to improve efficiency and effectiveness in communications delivery.</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
Qualification at HNC/HND level in a relevant discipline, or equivalent relevant experience	A/I	Relevant professional marketing qualification or equivalent experience.	A/I

EXPERIENCE

Essential	Assessed	Desirable	Assessed
Experience in a marketing, communications or public relations role.	A/I	Experience working in a public, third-sector or customer-focused organisation.	A/I



Proven experience of planning and delivering communications activity across multiple channels.	A/I	Experience of media relations or PR activity.	A/I
Experience of managing external suppliers or partners.	A/I	Understanding of brand management, reputation management and audience segmentation.	A/I

SKILLS AND KNOWLEDGE

Essential	Assessed	Desirable	Assessed
Strong written communication skills, with the ability to adapt tone and messaging for different audiences.	A/I		
Working knowledge of digital channels, including websites and social media.	A/I		
Strong organisational skills, with the ability to manage multiple priorities and deadlines.	A/I		
Ability to analyse performance data and use insight to improve communications.	A/I		
Experience using CMS platforms, analytics tools or email marketing systems	A/I		
Good working knowledge of Microsoft Office and data analysis tools.	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

Help@Hand: Employee assistance programme which includes a variety of services including a 24 Hour advice and information line with support including -

- Counselling and legal information
- Financial Support
- Remote GPs: where employees can arrange a call back from a practising UK GP 24/7
- Savings and discounts - access savings and rewards across a variety of big brands



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: £30,444.10 - £32,913.58

Closing Date: 23rd February 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.