



RECRUITMENT PACK

Marketing Officer (Campaigns)





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 (Campaigns), you'll take the lead on delivering creative, targeted marketing campaigns that drive participation, engagement and income across Live Borders services. You'll plan and deliver campaigns from brief to evaluation, using insight to reach the right audiences through the right channels. Working closely with service teams, designers and digital platforms, you'll turn priorities into action and ideas into results. This role is ideal for a marketer who enjoys hands-on delivery, thrives on variety and wants to see the real-world impact of their work across sport, culture, learning and community services.



KEY RESPONSIBILITIES

Campaign Planning & Delivery	<p>Lead the delivery of marketing and communications campaigns across multiple Live Borders services, in line with agreed marketing strategies and service priorities.</p> <p>Develop campaign plans, briefs and schedules for assigned activity, working within the wider marketing framework set by the Head of Engagement and Senior Marketing Officer.</p> <p>Take responsibility for the delivery and evaluation of assigned campaigns, escalating risks or issues as appropriate.</p>
Brand Guardianship	<p>Act as a brand guardian for Live Borders, ensuring campaigns adhere to agreed brand guidelines, tone of voice and visual identity.</p> <p>Apply brand standards consistently across campaigns and support colleagues and suppliers to do the same, referring significant brand issues to the Senior Marketing Officer as required.</p>
Digital, Content & Channel Management	<p>Lead the delivery of digital and social media activity for assigned campaigns, in line with agreed channel strategies.</p> <p>Ensure content is accurate, accessible, timely and aligned with campaign objectives and brand guidelines.</p>
Insight, Reporting & Evaluation	<p>Monitor and report on the performance of assigned campaigns, using insight to improve future delivery.</p> <p>Contribute campaign performance data and insight to wider marketing reporting and evaluation led by the Senior Marketing Officer.</p>



KEY RESPONSIBILITIES

Events & Promotions	<p>Lead marketing activity for assigned events and programmes, including planning, delivery and evaluation.</p> <p>Ensure events are promoted effectively to target audiences using appropriate channels.</p>
Customer Engagement & Reputation	<p>Manage customer-facing campaign communications and responses in line with agreed tone of voice and customer standards.</p> <p>Escalate sensitive, complex or reputational issues in line with agreed procedures.</p>
Budget & Resources	<p>Manage allocated campaign 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 in campaign 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 working in a marketing, communications or digital role.	A/I	Experience working in a public, third-sector or customer-focused organisation.	A/I
Proven experience of planning, delivering and evaluating marketing campaigns across multiple channels.	A/I	Experience of paid digital advertising and analytics platforms (e.g. Meta Ads, Google Ads).	A/I
Experience of managing end-to-end campaign activity, including timelines, budgets and delivery	A/I	Experience using content management systems (CMS).	A/I
Experience of working with external suppliers or partners to deliver marketing activity	A/I		



SKILLS AND KNOWLEDGE

Essential	Assessed	Desirable	Assessed
Strong understanding of digital marketing channels, including social media, websites and email	A/I	Understanding of brand management and audience segmentation.	A/I
Ability to analyse campaign performance data and use insight to improve future activity.	A/I	Experience supporting or managing events and promotional activity.	A/I
Strong organisational skills, with the ability to manage multiple priorities and deadlines.	A/I	Experience working with design tools such as Canva and the Adobe Suite.	A/I
Ability to provide clear, practical marketing advice to internal stakeholders.	A/I		
Excellent written and verbal communication skills.	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.