



# **RECRUITMENT PACK**

## Marketing & Communications Co-ordinator





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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:** £26,392.60 - £28,534.10

The Marketing & Communications Co-ordinator plays a key role in bringing campaigns and projects to life. You'll support the planning, coordination and delivery of marketing and communications activity across multiple services, working closely with Marketing Officers and service teams. From managing digital content and social media schedules to coordinating suppliers and analysing performance, you'll help ensure activity is delivered smoothly, on time and on brand. This is a great opportunity for someone who is organised, creative and keen to develop their marketing skills in a busy, purpose-driven organisation making a real difference across the Scottish Borders.



# KEY RESPONSIBILITIES

<b>Campaign Planning &amp; Delivery</b>	<p>Working with the Marketing Officers, co-ordinate the planning and delivery of marketing and communications campaigns across multiple services, working closely with Marketing Officers and service teams.</p> <p>Deliver campaign activity, timelines and deliverables, in line with Marketing Plans.</p> <p>Take ownership of assigned marketing projects from brief through to delivery and evaluation.</p>
<b>Brand Guardianship</b>	<p>Act as a brand guardian for Live Borders, ensuring all marketing and communications activity adheres to brand guidelines, tone of voice and visual identity.</p> <p>Support colleagues and external suppliers to apply the brand consistently across campaigns, channels and materials.</p>
<b>Stakeholder &amp; Project Co-ordination</b>	<p>Act as a key point of contact for internal services, ensuring marketing requirements are clearly understood, prioritised and delivered.</p> <p>Work effectively with external suppliers including designers, web developers, printers and media partners, managing briefs, timelines and outputs.</p> <p>Support collaborative working across services to ensure consistent messaging and brand application.</p>
<b>Digital, Content &amp; Channels</b>	<p>Co-ordinate and contribute to the delivery of digital and social media campaigns to drive engagement, participation and revenue, including Meta, TikTok, Google Ads and website activity.</p> <p>Support the planning, scheduling and performance monitoring of social media content.</p> <p>Manage and update website content through the CMS, ensuring accuracy, accessibility and relevance.</p>



# KEY RESPONSIBILITIES

<b>Insight, Reporting &amp; Evaluation</b>	<p>Report on campaign performance across multiple platforms, including social media, web and email.</p> <p>Analyse data and extract insights to inform future campaign planning and improvements.</p> <p>Maintain accurate marketing records, reports and performance dashboards.</p>
<b>Events &amp; Promotions</b>	<p>Support activity for events and programmes, including set-up, reporting and post-event analysis.</p> <p>Support the promotion of events and activities through appropriate marketing channels.</p>
<b>Customer Engagement</b>	<p>Monitor and respond to customer enquiries and comments across digital channels, escalating issues where appropriate.</p> <p>Ensure a consistent and professional tone of voice in customer communications.</p>
<b>Budget &amp; Administration</b>	<p>Support the administration of marketing budgets, including raising requisitions, purchase orders and supplier invoices.</p> <p>Maintain accurate records of spend, contracts and supplier activity.</p> <p>Contribute to continuous improvement of marketing processes and systems.</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
Highers and/or equivalent experience	A/I		

### EXPERIENCE

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



Experience of co-ordinating marketing campaigns or projects across multiple channels.	A/I	Experience using CMS platforms, analytics tools and paid digital advertising	A/I
Experience working with external suppliers or partners.	A/I	Experience supporting budget monitoring or financial administration.	A/I
		Experience working with design tools such as Canva and the Adobe Suite.	A/I

## SKILLS AND KNOWLEDGE

Essential	Assessed	Desirable	Assessed
Strong written and verbal communication skills.	A/I	Understanding of brand management and audience segmentation.	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 present clear insights	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](mailto: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:** £26,392.60 - £28,534.10

**Closing Date:** 23<sup>rd</sup> 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](mailto:recruitment@liveborders.org.uk) to discuss your needs.

We look forward to receiving your completed application.