



LIVE BORDERS

Recruitment Pack

**DIGITAL MEDIA &
MARKETING OFFICER**



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.

A handwritten signature in black ink, appearing to read "Cm" followed by a stylized flourish.

Catriona McAllister

Chief Executive
Live Borders

ABOUT LIVE BORDERS

We are a charity dedicated to improving lives across the Scottish Borders through culture, heritage, sport and lifelong learning. Working with communities and partners, we provide services that support health, wellbeing, creativity, learning and social connection. Our services include leisure centres, libraries, museums, heritage and visitor attractions, community facilities, archives and collections, and creative and performing arts programmes, many of which we deliver on behalf of Scottish Borders Council.

OUR VISION

A Scottish Borders where culture, heritage, sport and lifelong learning are woven into everyday life and are valued, used and championed by the communities they serve.

OUR PURPOSE

To improve health and wellbeing and widen access to culture, heritage, sport and lifelong learning, enabling people and communities to connect their past, empower their present and inspire their future in a thriving Scottish Borders.

OUR MISSION

To deliver high-quality, consistent cultural, heritage, sporting and lifelong learning services communities rely on, by building a stable, accountable organisation and strengthening our people, infrastructure and partnerships over the long term.

OUR STRATEGIC PRIORITIES

 Sustainability and Investment creating a financially sustainable organisation.	 Capability and Strength developing our people, leadership and culture.	 Excellence and Innovation delivering high-quality, customer-focused services.	 Impact and Inclusion increasing participation and reducing barriers to access.	 Partnership and Influence working collaboratively to achieve greater impact.
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ABOUT THE TEAM

Our newly formed Engagement team brings together marketing and communications, fundraising, community engagement and insight, with a shared ambition to strengthen how we connect with audiences and communities across the Scottish Borders.

With our new organisational strategy now in place, we're taking a fresh look at how we do things. From our brand and website to our social media strategy, campaigns and the way we engage with our audiences, there's an opportunity to rethink, improve and develop almost every aspect of our work. We're looking for people who are excited by that opportunity, who bring fresh ideas and want to help shape what comes next.

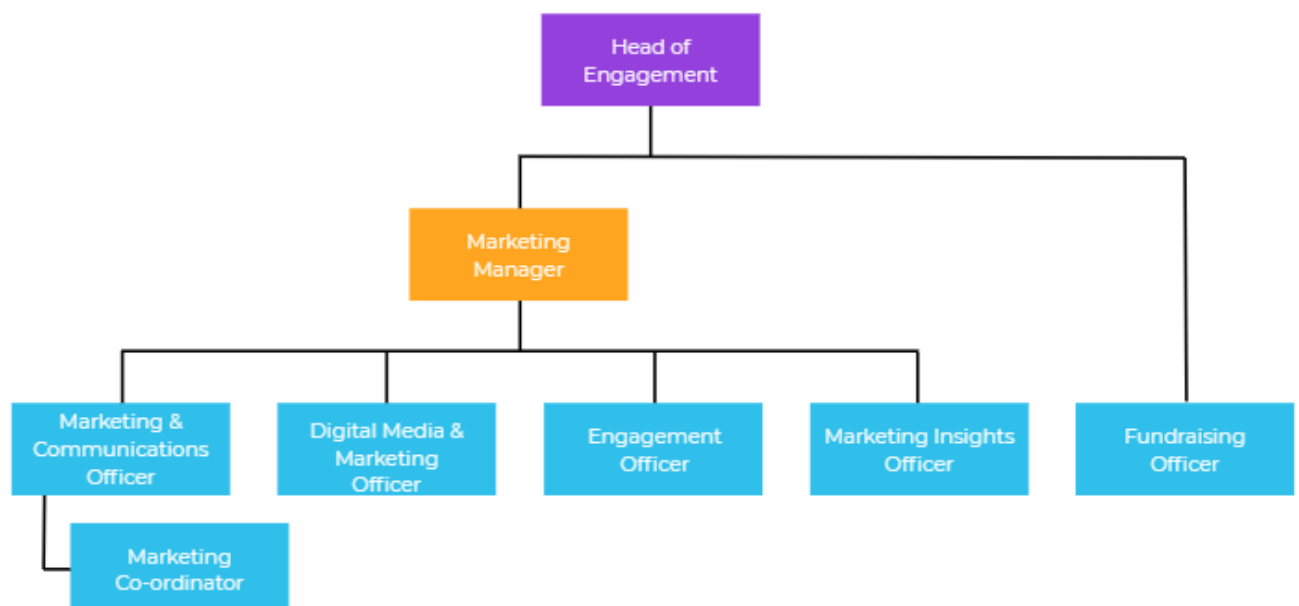
Live Borders is a busy, fast-paced organisation with an incredibly diverse range of services. No two days are quite the same, and priorities can change quickly. We work collaboratively, think creatively and find practical solutions to get things done. It's an environment where there's plenty of variety, room to take initiative and real opportunities to learn and develop.

With such a diverse range of services, from sport and leisure to libraries, museums, arts and events, there's no shortage of opportunities to be creative. You'll have the chance to work on a wide variety of campaigns, reach different audiences and see the impact of your work across communities in the Scottish Borders.

If you're looking for somewhere you can get involved, make your mark and grow your skills while helping us build something better, we'd love to hear from you.

You'll find the full job description below. We know candidates don't always tick every box, and we don't expect you to. If you have the core skills we're looking for and the opportunity excites you, we'd encourage you to apply.

TEAM STRUCTURE



THE ROLE

Job Title	Digital Media and Marketing Officer
Hour Of Work	37 hours (can be worked flexibly)
Salary	Grade 7 (£31,052.92 – £33,571.79)
Holidays	30 days, plus 4 public holidays
Location	HQ, Newtown, St Boswells / Hybrid
Reports To	Marketing Manager
Closing Date	5pm Monday 16 November

JOB PURPOSE

We're looking for a creative, commercially minded Digital Media and Marketing Officer to help bring Live Borders' services, activities and experiences to life.

You'll play a key role in creating engaging content and delivering marketing campaigns that connect with our audiences, encourage participation and drive growth across our services. From producing eye-catching social media content and short-form videos to developing marketing materials and supporting PR activity, you'll help showcase everything Live Borders has to offer.

Working with colleagues across the organisation, you'll identify opportunities to reach new audiences, tell compelling stories and promote our services. You'll also manage our social media content calendar and use audience insights and campaign results to help make our marketing even more effective.

KEY RESPONSIBILITIES

Campaigns & Commercial Marketing

- Support the planning, delivery and evaluation of integrated marketing campaigns across Live Borders' services and programmes.
- Work with service teams to identify opportunities to grow audiences, bookings, memberships, participation and income.
- Use audience research and performance insights to inform activity and improve results.

Content & Digital Channels

- Create engaging content for digital and traditional channels, including copywriting, photography, graphics and short-form video such as Instagram and Facebook Reels, from concept and filming through to editing and publication.
- Work with colleagues to identify stories, activities and content opportunities that promote Live Borders and engage audiences.
- Manage the organisation-wide social media content calendar, including planning, scheduling and monitoring content.
- Maintain website content and create email marketing communications, ensuring information is accurate, accessible and on-brand.
- Work with the external digital agency to coordinate and evaluate paid media campaigns.

Communications & PR

- Support media relations and proactive PR, including identifying news opportunities, drafting releases and responding to enquiries.
- Support audience engagement across social media and other channels, escalating sensitive issues as appropriate.
- Ensure consistent use of Live Borders' brand guidelines and tone of voice across marketing activity.

Collaboration & Reporting

- Build effective relationships with colleagues, community partners and external suppliers to deliver marketing activity.
- Monitor and report on campaign and channel performance, using findings to improve future activity.
- Manage assigned budgets and resources in line with organisational procedures.
- Identify opportunities to use AI and digital tools responsibly to improve efficiency and effectiveness across the Marketing team.

SKILLS, KNOWLEDGE & EXPERIENCE

Essential

- Experience working in a marketing or communications role, contributing to the planning, delivery and evaluation of activity across multiple channels.
- Demonstrable hands-on experience of creating engaging written, photographic and video content for different audiences and channels, including independently filming and editing short-form social media videos such as Reels.
- Strong copywriting, communication and storytelling skills, with the ability to adapt messages, formats and tone for different audiences.
- Experience creating and managing social media content, including scheduling, understanding platform formats and trends, engaging audiences and monitoring performance.
- Practical experience using design and video editing tools, such as Canva, Adobe Creative Cloud, CapCut or equivalent software, to produce marketing content.
- Commercial awareness and an understanding of how marketing supports customer engagement, participation and income generation.
- Experience working with websites, content management systems, email marketing or comparable digital marketing platforms.
- Ability to understand campaign and channel performance data and use insights to improve activity.
- Strong organisational skills, with the ability to manage multiple projects, competing priorities and deadlines.
- Ability to work independently, collaborate with colleagues and partners, and coordinate activity to deliver agreed outcomes.
- Understanding of brand consistency, accessibility and effective audience-focused communications.

Desirable

- Experience independently planning, delivering and evaluating multichannel marketing campaigns from initial brief through to completion.
- Experience working with a digital agency or external partner to deliver paid media campaigns.

- Experience using audience segmentation, CRM systems or targeted email campaigns.
- Experience working in sport, leisure, culture, heritage, learning, the public sector, third sector or another customer-focused environment.
- Familiarity with the responsible use of AI tools in a marketing or communications context.

OTHER INFORMATION

- Occasional evening or weekend working may be required by arrangement to support campaigns, events and content capture.
- The postholder may be required to work across Live Borders locations according to operational needs.

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%)
- Death in Service benefit of 3 times salary
- **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)
- **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.
- **Cycle scheme:** 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

HOW TO APPLY

To apply, please complete our online application via our website.

As part of your application, you'll be asked to upload your CV and complete a supporting statement. **Please ensure you complete both sections.**

Your supporting statement is an important part of the selection process. We'd like you to tell us how your skills, knowledge and experience meet the requirements set out in the job description, providing examples of relevant work wherever possible. This helps us understand what you could bring to the role and will be used as part of our shortlisting process.

Show us what you can create!

Content creation is a key part of this role, so we'd love to see examples of your work. Please include links in your CV to Reels, short-form videos or other multimedia content you've personally created or produced. These might be examples from previous roles, freelance projects or your own creative work.

For more information or an informal conversation about the role, please contact the Head of Engagement at nbarton-maynard@liveborders.org.uk.

We look forward to receiving your application.

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