



# MARKETING AND COMMUNICATIONS OFFICER

Reports to: Head of Marketing and Communications

Salary: c £27,500 - £33,000 p.a. D.O.E

**Hours:** Full time (37.5hrs/week), permanent. Standard working hours are 09:00 – 17:30 Monday – Friday. Ad-hoc evening and weekend work will be required to attend and support Dynamic Earth activities.

Dynamic Earth is Edinburgh’s world-class science centre and planetarium that tells the extraordinary story of planet Earth, from beginning to mend.

Located on the edge of Holyrood Park with spectacular views of Salisbury Crags Dynamic Earth is also one of Edinburgh’s largest unique venues for corporate & hospitality events.

Our staff are pivotal to what makes us a 5-star rated science centre and world-class events venue. We offer a truly unique and dynamic working environment; creating a passionate, caring and inclusive place to work, learn and play.

Dynamic Earth is driven by a positive belief that everyone has the potential to be the problem-solvers of the future. We encourage applications from all backgrounds, communities, and industries, and are committed to having a team that is made up of diverse skills, experiences, and abilities.

We actively seek to recruit enthusiastic, motivated, and highly customer focused staff that share our passion for our core charitable mission to empower people with understanding and empathy for the Earth. If you feel you have these personal attributes along with the right mix of skills and experience, you may be our next team member.

## Role Description

### Role Summary

Working within the Marketing Team, you will play an active, hands-on role in promoting Dynamic Earth as Edinburgh’s only Science Centre and Planetarium.

You will contribute to growing brand awareness and driving visitor numbers through the delivery of the annual marketing plan.

## **Key Result Areas**

Working with the Head of Marketing, Senior Marketing and Digital Content Officer, and Fundraising & Marketing Assistant, you will:

### **Campaigns**

- Support the delivery of the annual marketing and communications plan to meet agreed targets
- Contribute to the development of campaigns to increase visitor numbers and income
- Use data and insights to inform and optimise marketing campaigns
- Create and maintain campaign briefs, objectives, and project plans, identifying new opportunities where appropriate
- Monitor and report on campaign performance (weekly and monthly), including insight and channel-level activity, to support continuous improvement
- Support the Learning and Engagement team with marketing materials and campaigns for schools and community engagement
- Work with the Fundraising team to develop campaigns that drive income generation
- Support the Membership and Visitor Experience teams with integrated marketing activity, providing advice and guidance
- Deliver integrated marketing campaigns across print, PR, and digital channels to ensure consistent messaging and maximum reach (e.g. updating website listings, managing social media when required)
- Liaise with internal and external stakeholders to ensure marketing activity is delivered on brand, on budget, and on time
- Work closely with our PR agency, drafting content for press releases, coordinating media relations, and managing spokespersons and influencers as required

### **Brand**

- Understand and champion the Dynamic Earth brand, ensuring compliance and consistency both internally and externally
- Support the marketing team in developing the brand story, key messages, and campaign positioning
- Develop promotional content and assets using Canva or InDesign, ensuring brand consistency, quality, and value for money across print and digital channels

## Email Communications

- Plan, draft, edit, and deliver regular and campaign-specific email communications, including newsletters, event invitations, and seasonal campaigns
- Support the maintenance and development of the CRM database, ensuring GDPR compliance

## Experience and Skills

- Degree-qualified (or equivalent experience) in marketing or a related discipline
- Minimum of 2 years' experience working in a marketing role
- Experience working across print, digital advertising, email marketing, and PR
- Strong understanding of marketing within a visitor attraction or similar environment
- Basic knowledge of GDPR
- Excellent written and verbal communication skills
- Confident working with, and managing a wide range of stakeholders across multiple projects
- Ability to work both independently and collaboratively
- Experience managing a varied workload in a fast-paced environment, with the ability to prioritise effectively
- Proven ability to create and deliver high-quality content from concept to completion
- Demonstrates flexibility and willingness to undertake ad hoc tasks as required.

**Applications Close – 13<sup>th</sup> April**

**Interviews – w/c 23<sup>rd</sup> April**