



JOB PACK

**Marketing Officer
Fixed-Term
until Feb 2022**

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Introduction

The role of Marketing Officer is a full-time, fixed-term contract position which also offers up the opportunity of remote working. The contract is to cover a period of maternity leave as we emerge from the pandemic and will be ideally suited to someone who has experience of arts marketing, specifically working in an arts venue, who would like an opportunity to develop their existing skills and be part of a talented and friendly team at Scotland's largest multi-arts centre. We are mindful that many of our sector colleagues have had a very tumultuous time professionally as a result of the pandemic and we are proud to be offering a working from home opportunity that can be applied for by anyone, anywhere, regardless of location.

Eden Court is situated on the banks of the River Ness in Inverness, the capital of the Highlands. We deliver a world class programme across our theatres, cinemas and have a wide range of classes and activities on offer. Our building spans three centuries and you can find more information about us [here](#).

What we are looking for

THESE THINGS ARE ESSENTIAL FOR ALL APPLICANTS: -

- In-venue arts marketing experience
- Experience of planning and implementing marketing campaigns
- Excellent verbal and written communication skills including copywriting and proofing
- Excellent time and workload management with the ability to work under pressure to tight deadlines
- Experience of email marketing, website content management systems and working with data and databases

WE IMAGINE THE IDEAL CANDIDATE WILL ALSO HAVE:

- Good IT skills
- A confident and professional manner
- Experience producing digital content and managing creative social media campaigns

Job Description

The Marketing Officer role will contribute to the success of the team by assisting in devising, implementing and monitoring marketing campaigns for live performances, cinema screenings, classes and activities as well as promoting our café/bar. This will cover a wide range of channels including digital advertising, email marketing, social ads, broadcast media, print advertising, outdoor advertising and direct mail.

The role also necessitates the need for the successful candidate to work collaboratively with colleagues in-house as well as visiting promoters and producers and will contribute effectively to all meetings by pitching ideas suggestions for devising successful campaigns. Given that this role may also be performed remotely, many meetings will continue to take place online via video conference.

When implementing campaigns, it's vital the content created is always in line with our tone of voice, style and brand. You will liaise with designers and external agencies to ensure the delivery of marketing campaigns on time and to budget (e.g. mailing house, printers, distributors, advertising agency etc.).

The role will:

- Work with marketing colleagues to help devise, implement and monitor marketing campaigns.
- Create effective and regular email campaigns in Mailchimp
- Populate and update the Eden Court website
- Undertake copywriting in a variety of styles
- Create and post content on Eden Court's social channels
- Ensure that income and attendance targets are achieved.
- Prepare and produce digital promotional material for display on FOH screens

THESE ARE RESPONSIBILITIES THAT ARE SHARED BY ALL EDEN COURT STAFF:

- Abiding by and promoting organisational policies, such as Equal Opportunities, Health & Safety, Safeguarding and Data Protection;
- Maintaining an environment that is safe and welcoming for participants, audiences, visitors, staff and everyone else;
- Representing Eden Court professionally at external meetings and advocating for the work we do.

Employment Details

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|---------------------|---|
| JOB TITLE | Marketing Officer (Fixed Term till 01 Feb 2022) |
| SALARY | £21k per annum |
| HOURS | 37.5 per week |
| LOCATION | Flexible |
| DEPARTMENT | Marketing and Communication |
| LINE MANAGER | Head of Marketing and Communication |
| PENSION | Up to 6% Company contribution with the Peoples Pension |
| HOLIDAYS | 28 days' holiday from April to March plus 6 public holidays |

OTHER BENEFITS

- Complimentary and discounted tickets to events at Eden Court;
- Free soup and 20% staff discount at Eden Court's café/bistro.
- Employee Assistance Programme, a free confidential helpline offering legal advice and health support on a range of different issues
- Free parking

How to Apply

Please apply in writing explaining, in a letter no more than two-sides of A4, your interest in the role and telling us why you believe you would be suitable.

Please also attach a recent CV and send to: jobs@eden-court.co.uk along with the following information:

- Name
- Address
- Phone number
- Your access requirements if invited to an online interview

Please also complete [this online Equalities Monitoring form.](#)

Applications must be received by noon on FRIDAY 25 June

Application Timeline

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|--------------------|-------------------------------|
| DEADLINE: | <i>Friday 25 June noon</i> |
| INTERVIEWS: | <i>Friday 2 July (online)</i> |
| DECISION: | <i>Tuesday 6 July</i> |
| START DATE: | <i>ASAP</i> |