



## David Livingstone Birthplace - Marketing Officer

<b>Marketing Officer - Role Description</b> (Fixed Term Contract – until February 2023)
<b>Location:</b> Currently Home based, then based at the David Livingstone Birthplace in Blantyre.
<b>Line Manager:</b> Museum Director
<b>Hours of work:</b> 19 hours per week <b>Salary:</b> £30,000 Pro Rata
<p><b>About the role:</b> We are looking for a dynamic individual who will support our team to promote the new Birthplace Museum as a must visit destination to all our audiences. You will lead the management and implementation of David Livingstone Birthplace marketing, Social Media, and other digital output; and ultimately to increase and diversify the reach of the organisation's work to expanded audiences through the use of marketing activities. We want someone to help spread the teams passion for David Livingstone's legacy in a way that will attract a wide and varied audience both locally, nationally and internationally.</p> <p>This is an exciting time for the Trust; an opportunity for rebirth and re-establishing the ethos of the important historic site and furthering discussion around the life and values of David Livingstone. The site will re-open after a three-year refurbishment programme during which the A-Listed building will be transformed with a brand-new museum exhibition, which will tell Livingstone's story for a multiple-perspectives approach, as well as refurbished retail and café offer. This is being funded by the National Lottery Heritage Fund, Scottish Government and Historic Environment Scotland. This is a major heritage project and will provide the ideal candidate with an exciting opportunity to shape and influence the direction of the Trust and to be part of a high profile project, which aims to support the regeneration of our local community in South Lanarkshire as well as working with key audiences such as the African Diaspora in Scotland.</p> <p>Ahead of the re-opening of the site we are looking for someone to deliver marketing planning and activity to support the successful re-launch of the Birthplace. This will include delivering on-line activity, ensuring that the project's key messages are delivered, supporting income generation through increasing visitor numbers.</p>
<p><b>Key activities:</b></p> <p>The role will involve working with and support the wider Birthplace Team to generate marketing activities that will appeal to our full range of audiences and support the sustainability of the site.</p>

- Managing relationships with external marketing and comms teams including funders National Lottery Heritage Fund, and other partners and organisations
- Devise and deliver targeted local, national, and international marketing campaigns
- Accountable for all marketing collateral and content, national communications, and key messages. To exploit all PR opportunities working with Communications and Digital Media Teams.
- Identify and manage key relationships across private, public, and voluntary sectors
- Working with Learning and Engagement Team to support our learning, community, and partnership activities.
- To help meet visitor number target and to deliver income generation for the Birthplace.
- An understanding and interest in the context that the Birthplace is operating within. Specifically in relation to Scottish black history, de-colonisation and the wider discussions around Colonialism.
- To lead in the development and implementation of effective digital, marketing and audience development campaigns and strategies across all strands of DLB's work, including fundraising and merchandising.
- To ensure that DLB is well represented on key digital / Social Media platforms
- To create daily engagements with audiences through a range of Social Media platforms
- To lead in the creation of e-campaigns including monthly e-newsletters and bespoke digital campaigns
- To ensure DLB's digital content is inclusive and engaging, and meets the highest standards of accessibility
- To lead on the development and revision of policies and strategies relating to Social Media and Marketing
- To monitor, analyse and regularly report on online impact and feedback, including user interactions and Social Media analytic tools
- To provide relevant audience, user and customer data related to online activity as requested
- To undertake any other reasonable duties, commensurate with the job title, as may be determined by the Trust.
- To stay abreast of key developments and changing trends in digital media and marketing and advise how these can be adopted by DLB to deepen or widen engagement
- To prepare written reports as required

#### Experience

- Excellent communication, presentation, and interpersonal skills, written, verbal and in use of Social Media with a diverse range of people
- Experience of marketing for a third sector charity and/or tourism/heritage organisation.
- To be able to bring a creative and innovative approach to marketing the Birthplace to ensure it engages with and attracts new audiences, as well as remaining relevant to existing audiences.
- Ability to work with and manage our external contractors, including PR activity.
- An interest and knowledge of David Livingstone (and the complex histories that are an integral of his story and legacy), and the Blantyre site would be advantageous.
- To be a 'self-starter, an ability to work independently and or use your own initiative and organise own workload
- Experience of working for a small organisation and the ability to multi-task to
- To ensure the management of all digital communications and online audience engagement across the full spectrum of DLB's work

- Highly developed skills working with digital media tools including websites, content management systems and email marketing communications
- Advanced computer and IT skills including word processing and database management
- Excellent organisational skills, with the ability to manage a wide range of tasks and meet deadlines
- Friendly and out-going, at ease working with a variety of people
- Ability to work flexibly including evenings and weekends
- Responding positively to problem solving and changing business, strategic and operational needs

#### **Further Information**

Holidays: 28 days Pro Rata plus bank holidays

Pension: 3% pension contribution

The role may be extended depending on the availability of funding.

To apply please send CV and Cover Letter, detailing your relevant experience and why you are suitable for the role. For any additional information please contact [sandra@david-livingstone-birthplace.org](mailto:sandra@david-livingstone-birthplace.org)

**The post is funded by the National Lottery Heritage Fund.**

