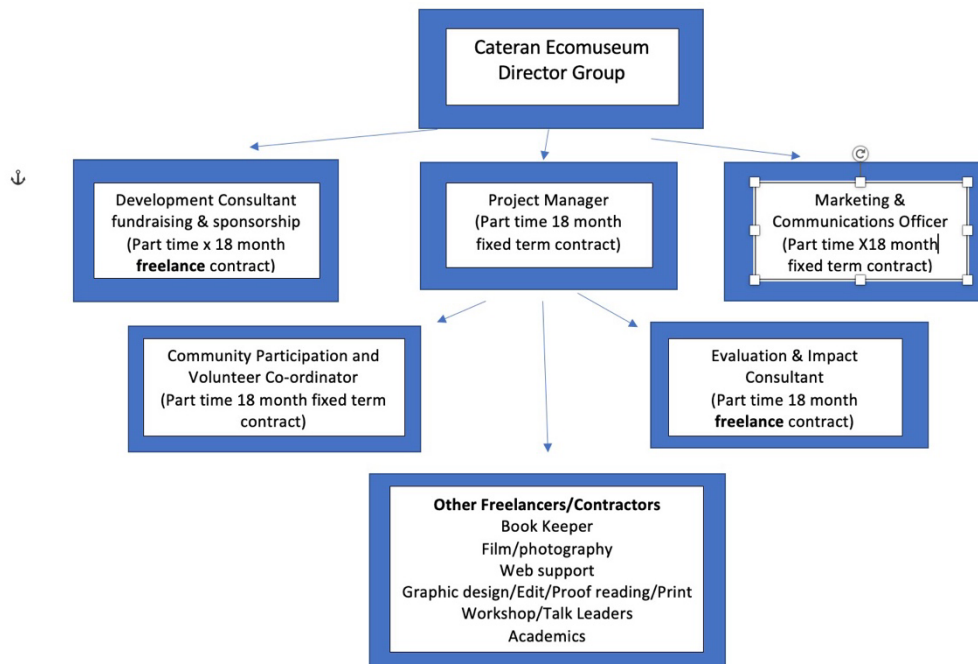


Marketing & Communications Co-ordinator

Museum of Rapid Transition Stage 2 Structure Chart



Role Title:	Marketing & Communications Co-ordinator
Reporting to:	Board of Directors
Salary:	£28,000 pro-rata PT 2 days per week for 18 months)
Holidays:	pro rata 25 days per year plus 3 days shutdown between Christmas and New Year and public holidays
Pensions:	As per statutory enrolment requirements
Closing date for applications:	Monday 1st May

Role purpose:

The Cateran Ecomuseum is a 1,000 sq km 'museum without walls' set in eastern Perthshire/western Angus in Scotland. All its sites are outside.

Its purpose is to engage in activities to develop public understanding and engagement with the natural and cultural heritage of the Community Council areas of Alyth, Blairgowrie & Rattray, Coupar Angus & Bendochy, Kirriemuir Landward West, Meigle & Ardler and Mount Blair through the establishment, development, and maintenance of The Cateran Ecomuseum.

Launched in November 2019, it offers experiences of the areas' heritage to local people and visitors in two ways: - through 25 pre-designed self-guided itineraries linking people to over 140 sites of heritage interest involving archaeology, old droving routes, historic settlements/buildings, histories of people and communities, myths/legends, poems and songs, archives and geological and physiographical formations, animals and plants - through participation in live activities and events that offer new and unusual ways of engaging with this heritage. These have included outdoor multi-media art installations, active travel events, workshops, participatory science opportunities, youth programmes, storytelling, and exhibitions.

In 2021, in the light of the climate and biodiversity crises, the Ecomuseum chose to focus its work on mobilising heritage for climate action through a programme of work called the 'Museum of Rapid Transition'. The aim of the programme is to show how engaging with heritage can encourage local people and visitors to take rapid climate action and transition to more sustainable ways of living. Phase 1 of this programme took place in 2021. This role will take responsibility for all the marketing & communications of the phase 2 programme planned for 23/24.

Duties and Responsibilities:

General

- Liaising with the Cateran Ecomuseum board of directors to identify target audiences, develop key messages and develop and implement an integrated communications and public engagement strategy for the Stage 2 programme that reflects the climate action focus of the Museum of Rapid Transition programme and the outputs and outcomes agreed for the HLF bid.
- Liaising with community anchor organisations to develop promotional materials that will engage a broad range of people from different socio-economic backgrounds including those specified in the HLF bid.
- Building relationships with Active Travel organisations across Tayside to help co-promote Active Travel for Leisure in the Ecomuseum and the Stage 2 events in particular.
- Developing the Regenerative Tourism communications strategy and the Ecomuseums' aim of becoming one of Scotland's premier car free holiday destination
- Consolidating relationships with accommodation providers across the Ecomuseum geography to enable better promotion of programme to visitors.
- Liaise with the Tourism Trade locally, nationally, and internationally and promote the Ecomuseum.
- Contributing editorially to all published content, both written and AV
- Identifying and researching news stories and features, writing news releases, and pitching to relevant local and national journalists, community newsletters and tourism/environmental-related trade publications

- Promoting and attending the programme of events throughout 2023 and 2024 and highlighting the climate action messaging
- Providing a point of contact for the media and acting as a spokesperson for the project where necessary
- Researching, writing, editing, and distributing a regular newsletter updating stakeholders on what is happening in the Cateran Ecomuseum locality.

Core Competencies

- **Delivering Results (Core)** – Take personal responsibility for achieving the delivery of the programme as planned.
- **Local Community and Visitor Focus (Core)** – Understand and take account of the Ecomuseum’s core ethos of being community led and managed for the benefit of local people and visitors.
- **Collaborative Working (Core)** – Working together effectively to achieve common goals through sharing skills, knowledge, and information. Collaborating with others to deliver the programme and the highest possible production standards.

Person specification: Marketing & Communications Co-ordinator

Skills, abilities, and knowledge

Essential

- Excellent marketing & communications skills
- Ability to work from home.
- Excellent verbal and written communication skills, including the ability to explain complex issues to a wide range of audiences and to convey information in an engaging and effective way.
- Excellent interpersonal skills, with ability to build positive working relationships with the Board of Directors, other team members and contractors and to work effectively with external stakeholders.
- Good general ICT literacy with an understanding of WordPress websites
- Ability to work independently without close supervision, to be self-motivating and act with judgement and initiative.
- Ability to play a positive role in teams and to motivate and encourage colleagues and other stakeholders.

Desirable

- Knowledge and current awareness of the communities of eastern Perthshire & western Angus, Tayside, and the natural and cultural heritage of the area

Personal qualities

Essential

- Excellent organisational skills
- Enthusiasm and respect for the natural and cultural heritage of the Ecomuseum area
- Strong user-focus with a desire to achieve consistently high standards of service.
- Commitment to supporting the Ecomuseum's strategy and vision.
- Consistently positive attitudes towards change and innovation

Desirable

- Creative approach and willing to contribute ideas for development.

Experience

Essential

- Experience of marketing and communications at a senior level
- Experience of managing relationships with diverse media
- Experience of managing social media
- Experience of measuring impact of a diverse range of media

Desirable

- Experience of using WordPress
- Clean Driving licence