

MARKETING ASSISTANT

Grade: Grade 5 with salary range of £21,585 – £24,285 p.a.
Contract: Full-time, fixed term role until June 2019
Location: Scion House, Stirling
Closing date: Midnight Wednesday 10 January 2018

Have a minimum of three years' marketing experience? Seeking to take the next step in your career? We're looking for a girl or guy Friday to help our Marketing & Communications Manager raise awareness of our organisation's work and the progress being made.

About us

The Scottish Aquaculture Innovation Centre (SAIC, pronounced 'sayk', for short) is one of an eight-strong programme of Innovation Centres introduced by the Scottish Government to help drive growth in sectors of key economic and social importance.

We connect industry with academia to encourage collaboration on the priority issues, sharing the insights gleaned with the wider sector. We're also working hard to attract additional UK and EU funding for Scottish aquaculture, as well as encouraging new generations into the sector and helping develop those already working within Scottish aquaculture.

About the role

Based at our Stirling HQ and reporting to the Marketing & Communications Manager, this is an all-new role for SAIC. Key activities will include:

- Gathering a short and long-range view of team activity, then planning, drafting and pushing out succinct social media messages accordingly
- Identifying opportunities for case studies, conducting interviews, drafting text and securing the necessary approvals
- Keeping the website up-to-date by adding the latest media releases, events listings and case studies or updating team profiles
- Helping organise events large and small: from setting up Eventbrite pages and communicating with attendees, to drafting, circulating and monitoring post-event surveys, and everything in-between
- Monitoring the coverage gained by SAIC media releases and activity.

In addition, you will help with special projects such as campaign planning for our skills-focused activity and, where required, will stand-in for the Marketing & Communications Manager at meetings.

About you

The team at SAIC is small and the to-do list long, so to really shine in the role you will be someone who is as comfortable working on your own initiative as you are taking direction; someone who can prioritise a busy workload to deliver on all fronts, staying calm and collected under the pressure of time deadlines.

You will have a proven track record of:

- Taking a brief, filling in any knowledge gaps and delivering a quality result, whether that's a news feature, social media plan or industry workshop
- Writing for a variety of formats including, but not limited to, social media, websites, e-news, media releases and flyers
- Adapting your tone of voice to different audiences: from business owners to senior academics, first-time industry managers to senior politicians
- Spotting a spelling mistake from fifty paces and putting apostrophes in their right place
- Liaising with creative partners including designer, photographers/videographers and web teams
- Ensuring brand consistency – written and visual.

The package

In return, you can look forward to:

- Grade 5 with salary range of £21,585 – £24,285 per year
- Full-time, fixed term contract until June 2019
- 44 days' annual leave, including statutory holidays
- Generous employer pension contribution
- Free staff parking.

Interested?

We would love to hear from you if you have:

- Minimum three years' experience of a similar role
- A passion for all things digital
- Working knowledge of, or a proven ability to learn, WordPress, Campaign Monitor and Buffer
- A sound understanding of Google Analytics and how to interpret/monitor the results
- A passion for good writing and its ability to engage and persuade
- Strong organisational and communication skills – written and verbal.

How to apply

To apply, send a PDF containing a covering letter and CV to annemarie@scottishaquaculture.com by midnight Wednesday 10 January 2018.