



MARKETING & COMMUNICATIONS MANAGER

Grade: Grade 8 with salary range of £39,992 – £47,722 p.a.

Contract: Full-time, fixed term role until June 2019

Location: Scion House, Stirling

Closing date: Midnight Wednesday 10 January 2018

Are you an experienced marketing professional looking to really make your mark? We're seeking a marketing and communications dynamo to help promote our organisation's activities over the next chapter.

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.

Now in year four of an initial five-year funding term, we're looking for a new Marketing & Communications Manager to help ensure industry and stakeholder support for a second term of funding.

About the role

Based at our Stirling HQ and part of the SAIC senior management team, the Marketing & Communications Manager role is one that requires a real all-rounder; someone who is as creative in their thinking as they are clever with the budget they are overseeing. Key activities will include:

- External communications – making sure our 95 consortium members, key stakeholders and the wider sector are up-to-date with the latest SAIC activity
- Marketing materials – developing concepts, writing content and collaborating with external suppliers including designers, photographers, videographers, printers and web teams
- Digital – ensuring our website makes a positive first impression, and building a strong social media presence through regular activity
- Events coordination – working with our team of Aquaculture Innovation Managers at knowledge exchange and other industry events.

You'll also be directly responsible for managing the SAIC Marketing Assistant, and liaising with our external PR and events support.

About you

Educated to degree level, you'll be passionate about good writing and its power to engage and motivate different audiences. (You'll also be a stickler for detail, correct spelling and putting apostrophes in their rightful place.)

A real people person, you'll be a natural at extracting the key information from colleagues and weaving it together into well-written content, whether that's a media release, e-news, annual review or presentation. This includes simplifying sometimes technical terms into language that everyone can understand.

Responsible for all written and visual communications, you'll be an enthusiastic brand champion, understanding the momentum that builds from having a consistent tone of voice and design style. Equally, you'll always be on the look-out for new ways of saying or doing things, to help keep our materials fresh.

Life at SAIC is fast-paced on all fronts, so you'll be someone who's organised, self-disciplined and thrives when working on your own initiative – but who also knows when and where to seek the appropriate approvals.

Some understanding of the £1.8bn Scottish aquaculture sector would give you a head-start in the role. So too would established relationships with the trade media. Neither, however, are essential – more important are the abilities outlined above and a proven portfolio of consistently high-quality content.

The package

In return, you can look forward to:

- Grade 8 with salary range of £39,992 – £47,722 per year
- Full-time, fixed term contract until June 2019
- 44 days' annual leave, including statutory holidays
- Generous employer pension contribution
- Free staff parking.

In a nutshell

We would love to hear from you if you have:

- A degree in a related subject
- Senior marketing and communications experience, including a successful track record of managing staff and their performance
- A proven talent for creating great content, whether at an agency or in-house client-side
- Working knowledge of, or the ability to learn, WordPress, Google Analytics and Campaign Monitor
- A love of all things social media
- A network of tried and trusted creative suppliers you can call upon.

Sound like you?

Then we're keen to meet you. To apply, send a PDF containing a covering letter and CV to annemarie@scottishaquaculture.com by midnight Wednesday 10 January 2018.