

# JOB DESCRIPTION

|                |   |
|----------------|---|
| POSITION       | Head of Marketing and Communications  |
| REPORTS TO:    | CEO   |
| DIRECT REPORTS | Media & Communication Officer, Graphic Designer, Senior Digital Communications Coordinator, Digital Communications Coordinator and Sales and Membership |
| CONTRACT       | Full-time, Permanent 37.5 hours per week  |

## VISION, MISSION AND VALUES

### Our Vision

A Scotland where all people feel empowered through learning and engagement with science to make positive differences in their lives, their communities and to society as a whole.

### Our Mission

We want to inspire everyone to explore and understand the world around them and to discover and enjoy science.

### Our Values

Are at the heart of our business and underpin what we do. They define who we are, how we work, what we believe in and stand for.

- **We strive for excellence** to be the best we can be to make a positive impact on society.
- **We are inclusive** and want to make GSC a welcoming, respectful, and supportive community for everybody.
- **We innovate** by being proactive, inquisitive, and always ready to learn and improve.
- **We collaborate** to build relationships with our community to empower and support lifelong learning together.

## ROLE PURPOSE

Working with the CEO, Directors and Executive Team to lead the initiation, creation, development, planning and delivery of a strategic sales, marketing and communications plan to support and maximise the delivery of all organisational objectives including achievement of the following responsibilities.

## RESPONSIBILITIES

- Together with the CEO, Directors and Executive Team develop, share and deliver the vision, mission, values and strategic priorities of GSC.
- Working with the CEO, Directors and Executive Team to create, develop, plan, manage and deliver a strategic sales, marketing and communication plan to achieve GSC's corporate objectives on a consistent basis across a range of channels.
- Working with the CEO and Directors, agree an Operational Plan and budget on an annual basis for inclusion within the overall Corporate Plan to be approved by the GSC Board and be responsible for delivery of the operating targets and budget.
- Champion and grow the GSC brand philosophy and identity, and manage brand development across all channels.
- To take the lead in the creation and roll out of an organisation wide audience development plan to increase the size and diversity of our audience base and develop audience relationships.
- Raise the profile of GSC with innovative campaigns and marketing collateral, constructing relevant and exciting messages to a diverse range of audiences that are simple, clear and consistent.
- To support relationships development with current, and potential, stakeholders, funders and partners;
- To pro-actively promote GSC's vision and mission;
- To manage, inspire and motivate the Communications team to deliver a creative and exciting marketing and communications plan using different media to maximise engagement numbers (and income) from all audiences including public, education, government and industry;
- To manage the development and enhancement of GSC's digital estate; and

- To manage the Sales and Membership team to drive increased levels of public and education visitors while ensuring a 5-star customer service is provided.
- Assist the CEO in cultivating relationships with the press and media across the science, education, business, tourism and events communities and assist in dealing with any media enquiries/requests, press releases, statements and photo calls.
- To lead on the design, print, production and distribution of marketing materials including leaflets, posters, newsletters etc, working within GSCs commitment to sustainability.
- To support the creation and delivery of campaigns to promote GSC as a charity and to generate income through donations, fundraising initiatives, and sponsorship.
- To work with the Director of Experience Development, Head of Operations and Head of Commercial to lead, develop and deliver appropriate sales, marketing and communication plans to maximise the mission/financial return from both our education, public and commercial products/activities.
- To effectively line manage and develop the Communications team to deliver all aspects of the strategic marketing and communications plan.
- To lead the Communications Team to develop and deliver a creative strategic development plan for maintenance and growth of our digital estate including websites, social media platforms and databases.
- To manage data used for digital marketing and communications activity.
- To assist in the development and roll out of internal staff communications.
- To take ownership of the evaluation of communication and marketing campaigns and provide statistical information as required.
- To monitor competitor activity.
- To manage the design and collation of visitor experience research and feedback and disseminate to all departments to inform and improve our offer and facilitate fundraising and funder care.
- To provide leadership to the Sales & Membership team to develop and implement an innovative strategy to achieve targets for both public and education visitors.
- To implement the GSC 5 Star Customer Service promise. Offer a fun safe and welcoming environment to all customers.

- To work within the guidelines of GSC's Health & Safety policy and procedure.
- To ensure adherence to all GSC HR policies and procedures.
- To carry out other reasonable duties/tasks as required, delivering and meeting the objectives of your team and Glasgow Science Centre.

## PERSON SPECIFICATION

| Qualifications, Skills, Experience and Knowledge                                     | Essential | Desirable |
|--|-----------|-----------|
| Degree level qualification or relevant experience                                    | X         |           |
| Membership of a professional body  |           | X         |
| Proven leadership and management experience  | X         |           |
| Project management experience  | X         |           |
| Budgetary management and commercial awareness  | X         |           |
| Excellent interpersonal and communication skills                                     | X         |           |
| Demonstrable experience of devising creative and innovative communications campaigns | X         |           |
| Experience working in a charitable, STEM or equivalent environment                   |           | X         |
| Strong ICT skills  |           | X         |

## Personal Qualities

- A passion for excellence, creativity and innovation.
- A generator of new ideas.
- A straightforward, energetic and inclusive style of management
- Ability to motivate and lead a team to cooperate well with others to get things done.
- Ability to work as part of a team as well as independently.
- Ability to make decisions and take the initiative.
- Ability to react to changing priorities in a fast paced dynamic work environment.
- Ability to manage a complex and varied workload to tight deadlines.
- Ability to analyse information quickly, methodically and efficiently.
- Exemplary attention to detail and accuracy.
- Commitment to GSC's mission and values.
- Results driven

- Availability and willingness to work extended hours, including evenings, weekends, holidays and be on call as necessary.

**COMPANY CONFIDENTIAL**

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Glasgow Science Centre is a registered charity SC030809