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| Post Designation | Operations and Marketing Co-ordinator |
| Hours | P/T (22.5 hours per week) |
| Term | Fixed Term to 31 March 2023 |
| Salary | £22,500 per annum (pro-rata) |
| Reporting to | Chief Executive |
| Responsible for | None |
| Job Function | To support the day-to-day delivery of communications and marketing activities, customer interactions and business operations. |

Key Job Duties and Responsibilities

- Schedule / co-ordinate levy payer and general business engagement activity
- Liaise with the CEO and project staff on information to be circulated to all businesses in the email updates and other bulletins
- Be the 'first point of contact' for all levy payers, opt in members and consumer enquiries, escalating / resolving as appropriate
- Assist with planning and delivery of business support and engagement events (both online and in person)
- Monitor local, national, regional and industry press for relevant stories
- Take responsibility for ongoing management, maintenance and updating of VMS' website listings and content
- Liaise with VMS' design and web agency to coordinate campaigns
- Liaise with VMS' social media agency to increase business awareness of and consumer engagement with the Company's social media platforms
- Work with staff in neighboring / partner agencies to support collaborative marketing activities
- Liaise with VisitScotland operational staff to ensure maximum awareness of opportunities for promotion of the region
- Ensure activities and initiatives are delivered effectively, accurately, consistently, on time and within budget.
- Be responsible for ensuring maximum participation in workshops and events
- Be responsible for ensuring personal compliance with GDPR in the workplace

- Provide administrative / secretarial support to CEO and Directors on an occasional basis
- Any other duties as may be reasonably required within the scope of the role

Person Specification

Minimum Essential Criteria

- Excellent organisational skills and demonstrate attention to detail
- Ability to work under own initiative and to prioritise the conflicting demands of project delivery and member engagement
- Excellent communication skills (written and oral)
- Motivated to provide excellent service to stakeholders
- Confident, friendly, and professional telephone, email and in-person communication skills
- Competent user of Excel, PowerPoint etc.
- Competent user of digital and social platforms (i.e., Mailchimp, CRM systems, Website CMS, social media sites)
- Experience of data entry and database management

Desirable

- Higher (or equivalent) English and Mathematics
- Full, clean UK Driving Licence and access to reliable transport
- Demonstrable experience of financial management