

Job Description

Role Title	Marketing Communications Executive (Home Energy Scotland)
Job Family & Category	Marketing & Communications, Executive
Team	Group Marketing and Communications
Line Manager	Marketing Communications Manager (Home Energy Scotland)
New/ Existing Role	Existing
Perm/ Fixed Term	Permanent
Job Purpose	<p>To support the delivery of Home Energy Scotland marketing plans and managing multi-channel campaigns to achieve programme objectives.</p> <p>This role will specifically support employee engagement and partnership and communities activities, as well as wider Home Energy Scotland marketing activity.</p>
Resource and Management Responsibilities	<ul style="list-style-type: none"> ▪ Budget/ Equipment Responsibilities Some level of responsibility required for own laptop and other IT equipment. Postholder will also be looking after own budget header within a wider budget. ▪ Contractor Responsibilities Postholder will be working closely with external agencies and partnership organisations.
Key responsibilities	<ul style="list-style-type: none"> ▪ Work closely with the Marketing Communications Manager and programme teams to create and deliver annual marketing plans to achieve set objectives and KPIs. ▪ Support the delivery of a programme of campaigns to increase awareness and strengthen brand reputation in line with programme objectives. ▪ Work with marketing and communications colleagues to deliver integrated campaigns and provide the appropriate reporting metrics, ensuring learnings from previous campaigns are included in future campaign activities. ▪ Liaise with third party suppliers, agencies, and partners to ensure requirements are delivered on time and within budget. Act as a brand guardian across all communications delivered as part of programmes. ▪ Undertake a variety of ad hoc activities as required to support

	<p>overall marketing objectives.</p>
<p>Knowledge, skills and qualifications required</p>	<p>Essential:</p> <ul style="list-style-type: none"> ▪ Excellent communication skills including a demonstrable ability to write clearly for different audience segments and to adapt content for digital and traditional channels. ▪ Experience in developing and delivering annual marketing plans and setting KPIs to meet objectives. ▪ Experience of working in a similar role, with good knowledge about current best practice in marketing including the use of digital media. ▪ Excellent stakeholder management skills and experience, with an ability to deal effectively with people at different levels. ▪ Be results-orientated with an excellent eye for detail. ▪ Familiarity with SEO, paid search and social media. ▪ Good organisational skills including ability to work to deadlines at pace and prioritise your work effectively. ▪ Good numerical skills. ▪ Experience of web editing using a content management system. ▪ Experience in using email marketing systems. ▪ A willingness to learn about, engage with and support our efforts to become a more diverse, inclusive and equitable organisation. <p>Desirable:</p> <ul style="list-style-type: none"> ▪ Agency management experience ▪ Interest in sustainability issues ▪ Knowledge of working with the third sector. ▪ Finance/budget management experience. ▪ Degree or professional qualification in a relevant subject (or equivalent experience) ▪ Knowledge of CRM systems.