

# Marketing Manager

Recruitment Pack

ROYAL  
BOTANIC  
GARDEN  
EDINBURGH



# Who we are

We are a leading botanic garden and a global centre for biodiversity science, horticulture and education. We conserve one of the world's richest botanical collections at our four gardens – Edinburgh, Benmore, Dawyck and Logan.

Life on Earth is in jeopardy as we face an environmental crisis with catastrophic biodiversity loss and a climate emergency. These threats to our life support system demand urgent and collective action. Our response is to explore, conserve and explain the world of plants, pushing the boundaries of our scientific knowledge to find and apply solutions.

We engage nationally and internationally, empowering individuals, communities and partners to protect our botanic world, helping us to build a positive future for plants, people and the planet.

# Our Vision

A positive future for plants, people and the planet.



# Our Mission

To explore, conserve and explain the world of plants.



# Who you are

We are looking for an experienced and energetic marketing manager to help us build and maintain the Royal Botanic Garden Edinburgh's new brand identity, strengthen the organisation's profile and develop audiences to deliver reach, reputation and revenue.

## **The role comprises four key elements:**

- Oversee the implementation of our new brand identity in line with the organisation's Corporate Strategy, associated strategies and supporting corporate-wide and divisional priorities
- Act as our brand guardian, modelling the organisation's vision, mission and values in every aspect of the role, taking overall responsibility for protecting and enhancing the brand
- Deliver on targets related to income generation, particularly in relation to support of activities for the Botanic Trading Company and charitable activities, such as learning and engagement, admissions, philanthropy and science
- Work collaboratively with the Head of Marketing and Communication and other colleagues to devise strategic marketing campaigns which communicate our vision, mission and values to generate impact.



# Job description

## Main Duties

### **Brand Guardianship**

- Manage our new brand identity, providing clear guidelines for its protection as well as tracking and measuring its performance
- Work closely with internal and external stakeholders to ensure that all marketing and communications activity is in alignment with the core brand message and that our products and services suitably represent our brand
- Be the guardian of our brand as directed by the Head of Marketing and Communication

### **Strategy and Planning**

- Implement integrated marketing programmes in support of divisional and corporate-wide priorities, translating the goals of the organisation into campaigns including BTC related activities, commercial events, development and fundraising appeals, learning and public engagement initiatives
- Work collaboratively with colleagues to achieve the objectives set within our Corporate Strategy, associated strategies, and Operational Delivery Plan

### **Leadership and Management**

- Provide leadership and management of brand delivery across the organisation, motivating others to deliver outcomes in their areas, enabling growth of the organisation as a whole
- Provide line management support to the Digital Social Media Executive

# Main duties (continued)

## Communication

- Share key brand messaging across a diverse range of stakeholders, from Scottish Government and tourism organisations to media businesses and visitors, as well as internal audiences including staff, students and volunteers
- Seek opportunities to widen access to our organisation through proactive communication, particularly inspiring hard-to-reach audiences to engage with the organisation

## Digital Integration

- Embed our brand into digital channels, including website development upholding WACG 2:1 accessibility standards social media innovation and refining income-generating digital user journeys which benefit the organisation
- Be in the in-team lead for digital technology, including CRM

## Insights and market research

- Through market research and data, develop insights about the organisation, its environment and its customers that impact, and can benefit, future business decisions and plans
- Oversee reporting of brand achievements and future actions

## General

- Support the Head of Marketing & Communication on all matters relating to brand and marketing
- In partnership with colleagues in the People & Organisational Development team, embed our vision and values into the organisation's culture and way of working

# Person Specification

- Skills
- Aptitude
- Knowledge
- Qualifications

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# We are looking for these essential skills

- Excellent management and leadership skills, inspiring others to deliver strategic objectives, living and breathing our values of evidence based, curiosity and collaboration
- Strong analytical skills, with expertise in data collection, interpretation, presentation and a proactive approach to identifying market opportunities
- Outstanding communication and interpersonal skills e.g., the ability to help stakeholders at all levels in the organisation to understand the importance of brand consistency, and the ability to deliver clear, inspiring and creative messaging
- Strong project management, prioritisation and time-management skills with the ability to deliver work to deadlines and at speed in a busy, fast-moving environment and the skill to balance competing priorities
- Proven sales and commercial skills with the experience of building on an organisation's reputation to maximise on income-generating opportunities
- Collaborative mindset and the ability to work effectively in a team-oriented environment

# Knowledge

- Experience of successfully implementing a new or refreshed brand
- A deep understanding of RBGE and its important work in science, horticulture and education as well as a knowledge of our four Gardens in Scotland, a global research resource, and its preserved collections in the Herbarium, Library and Archives
- Experience of web development and the use of digital channels to implement integrated marketing and communication campaigns
- Experience of data driven marketing activities, and Leverage CRM insights for marketing planning
- Experience of working in a fast-moving environment, driving relationships with external brand, design, marketing and web agencies
- A strong awareness of current trends in our sector to enable RBGE to remain innovative and competitive is desirable

## Professional qualifications and experience

A relevant degree-level qualification, or equivalent knowledge, and a professional qualification (e.g., CIM) are desirable as well as comparable experience in a similar organisation in the environmental, arts, public sector, charity-based or higher education sectors.

# The benefits

We offer a generous employment package:

Starting salary £45,268

- Membership of the civil service defined benefit pension scheme with an employer contribution of 27.9%
- 25 days holiday increasing to 30 days after 5 years of service with the option to buy additional holidays
- 11.5 days of public and privilege holidays annually
- A range of staff support mechanisms including an Employee Assistance Scheme
- A range of family-friendly options to support work-life balance including flexible working arrangements, enhanced contractual maternity, paternity, adoption, shared parental leave and career breaks

# How to apply

To apply email [recruitment@rbge.org.uk](mailto:recruitment@rbge.org.uk) with:

- your CV
- a covering letter outlining the skills, knowledge and experience you would bring to the post
- a completed questionnaire: [EOQ Form](#)

Closing date: Tuesday 22 October 2024 10am BST  
Interviews: w/c 6 November 2024

To arrange an informal discussion about the post, please contact Paula Bushell at [pbushell@rbge.org.uk](mailto:pbushell@rbge.org.uk)

[rbge.org.uk/about-us/working-with-us](https://rbge.org.uk/about-us/working-with-us)

We look forward to hearing  
from you.

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