



Design and Marketing Co-ordinator Recruitment Pack

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scottishbooktrust.com



Scottish Book Trust is a registered company (SC184248)
and a Scottish charity (SC027669).

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About Scottish Book Trust

Scottish Book Trust believes that reading and writing for pleasure has the power to transform lives, from supporting mental health and wellbeing to breaking the poverty cycle, improving employability and inspiring creativity.

As Scotland's only national reading charity, our mission is to ensure people living in Scotland have equal access to books and, every year, we deliver our world-class programmes and annual awards to well over two million people. From introducing books and storytelling to pre-school children to inspiring and empowering adult readers and writers, we believe it's never too early – or too late – to begin a magical journey with words.

We deliver our programmes in every local authority area in Scotland, and we work with partners ranging from small community groups to the Scottish Government. Our book-gifting programmes through Bookbug and Read Write Count with the First Minister reach over 310,000 children across Scotland every year.

You'll find us in schools, and libraries and at community events. You'll find us in towns, and cities and in isolated, rural communities. And you'll find us bringing books to life for children in care, families living in challenging circumstances, and people in prison. In short, you'll find us wherever we're needed most.

Our programmes include:

[Bookbug](#)

[Book Week Scotland](#)

[Reading Schools](#)

[Writing and authors programmes](#)



Our values

We're looking for people who share these values that apply to everything we do:

Creative

We welcome innovation and experiment with new approaches. Our staff contribute and test out ideas and we encourage this approach in our partners.

Bold

We tackle challenging issues, set high standards and ask difficult questions of ourselves and of others. We create a culture of openness and ambition within our organisation.

Collaborative

Our partnerships are one of our most valuable assets. Successful collaboration is fundamental to our achievements, our development and our impact.

Nurturing

We treat everyone with respect and value diversity and individuality. We are committed to fulfilling potential and developing talent.

Our people

We currently employ over 70 staff across:

- Four programme teams supporting Early Years, School Communities, Reading Communities and Writing Communities
- Our Marketing department that includes fundraising, social media, design and digital functions
- Our Finance and Operations department that includes Finance, HR, Commercial development and Building management functions.

You can find out more [about us](#) on our website.

We have staff working for us across Scotland. We support flexible working with 20% of staff working part-time and 25% of staff working compressed hours. Whilst we encourage staff to spend time in our office in central Edinburgh to collaborate and share ideas, we also utilise hybrid working. On average, most staff spend one to two days per week in the office. We are responsive to the needs of our staff and ensure accessibility is embedded in the materials we create. We provide our staff with tailored learning and development opportunities to support them to do their best work.

We want to support all communities across Scotland, with particular focus on those who are vulnerable, under-represented and who need it most. We are an organisation where equality, diversity and inclusion are embedded in all we do, and we would like to improve diversity within our leadership.

We believe that staff with different backgrounds and experience are more likely to encourage debate and will help SBT make inclusive decisions. We are looking for people who will be passionate supporters of our mission, whose lived experience can help shape the impact of our programmes and improve how we engage with our beneficiaries.

About the role

This is an excellent opportunity for you to support Scottish Book Trust as a **Design and Marketing Co-ordinator**. The position offers flexible full time working within our Marketing Team.

The Design and Marketing Co-ordinator is a key member of the Marketing team with specific responsibility for marketing communications, advertising, design and print production for the School Communities team, in particular the wide range of materials and resources needed for the attainment programmes. The post is the essential link between the School Communities team, and external partners and marketing suppliers. The post calls for a highly organised person with experience in marketing communications and an eye for design and print production.

Key responsibilities

- Devise, plan, and project manage marketing communications campaigns to promote our key messages and programmes to new and existing school, community and library audiences and key stakeholders
- Through close liaison with School Communities team, project manage the team's promotional materials from planning, setting timelines, developing, and agreeing design and ensuring delivery
- Working with the Design and Marketing Manager, deliver inhouse design, using specialist and technical skills
- Appoint and liaise with printers and manufacturers, sourcing quotes and using good negotiation skills where appropriate
- Working with the Design and Marketing Manager, ensure brand and accessibility vision and guidelines are communicated and adhered to across the organisation
- Support the Scottish Book Trust Marketing team with preparation and design of assets, for social media and print, and provide a support role across all social media channels
- Work closely with the Head of School Communities, Design and Marketing Manager and PR and Marketing Manager to evaluate the effectiveness of marketing communications campaigns and print materials

- Support the Website Manager, Digital Project Manager and Head of Social and Digital Marketing to maintain and develop the digital elements of the School Communities programme
- Work with School Communities team to highlight opportunities through Scottish Book Trust's social media channels
- Manage the School Communities communication, working closely with the CRM team to prepare and schedule mailings
- Plan and prepare the monthly schools and libraries newsletter and quarterly families' newsletter, liaising with the Head of Social and Digital Marketing and School Communities team
- Book advertising with relevant partners to promote our School Communities programmes, and develop advertisements with designers as needed
- Work with the Learning Content Manager and other members of the School Communities Team to help to create and format learning resources to support Book Week Scotland and School Communities programmes.

You will have:

- Strong project management and planning skills
- Experience of planning and project managing marketing communications campaigns
- Specialist and technical knowledge of producing design, and experience of project managing print production to agreed deadlines
- Ability to manage external third parties such as manufacturers and print companies to deliver quality work to agreed deadlines and on budget
- Excellent communication skills with the ability to work across teams and negotiate achievement of objectives
- Excellent copy writing, editing and proof-reading skills
- Experience of working with web teams and social media to promote events and activities
- Experience of marketing, ideally in an arts, literature or education sector
- Ability to work independently and manage competing priorities
- Knowledge of the literature sector is desirable

- Experience of using Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Canva is desirable

Benefits

Location

The person location is blended between our Edinburgh Office and home. The office is in Edinburgh City Centre, with great access by train, bus, and tram.

Salary

Grade 3, Salary Band £25,000 to £29,499 FTE.

Hours of work

35 Hours per week.

We are open to a discussion about a flexible working pattern subject to the needs of the organisation.

Contract type

Fixed Term for 6 months

Holidays

Scottish Book Trust's holiday year runs from 1 January to 31 December of each year. The basic annual holiday and statutory leave entitlement for a full-time post is 37 days per annum including public and bank holidays which staff may be asked to work and for which they will be paid at the usual rates. The office closes between Christmas and New Year for which holidays must be taken from the annual allowance. Holiday entitlement accrues during the first year of employment on a month-by-month basis and staff are only entitled to holidays as they accrue. Holiday entitlement for part-time posts is calculated on a pro-rata basis.

Pension

Scottish Book Trust offers a money purchase pension scheme with a current employer contribution of 5% per annum and a minimum employee contribution of 3%. Eligible employees will be auto enrolled into this scheme but have the choice to opt out.

Death in service and other benefits

Scottish Book Trust offers a life assurance scheme, paying a lump sum of three times employee's gross annual salary upon death whilst in employment.

Employees also have access to an Employee Assistance Programme and a Cycle to Work scheme.

How to apply

To apply for this role, you must complete our [online application form on the vacancy webpage](#). Please note that we do not accept CVs. As well as telling us about your qualifications and work experience, you will be asked to complete a Personal Statement explaining how your skills and experience meet the criteria set out in the job description.

On the application form we will also ask you to give us the names and contact details for two referees, one of these should be your current or most recent employer. Please note that we do not contact referees until a conditional offer of employment has been made.

We welcome applications from diverse educational and cultural backgrounds. However, we are unable to offer visa sponsorship for this role. Therefore, please ensure you have the right to work in the UK before you apply for this post. We will ask you to bring proof of your eligibility to work in the UK with you to interview. Please see the UK Government website for more [information on proving your right to work](#).

We recognise our responsibility in protecting vulnerable groups. Appointment will be conditional on securing basic clearance from Disclosure Scotland.

For any additional information please email recruitment@scottishbooktrust.com