The Royal Society of Edinburgh
KNOWLEDGE MADE USEFUL

Marketing Officer job description

The Marketing Officer will play a key role in communicating the RSE's mission and objectives by delivering creative marketing campaigns that broaden the organisation's reach and visibility across diverse audiences.

Role

RSE grade	3
Salary	£38,087 per annum
Contract type	Permanent
Hours	35
Working pattern	Hybrid (minimum 2 days per week in Edinburgh office)
Starting date	January 2027
Closing date for applications	Sunday 8 November, 23:59
Interviews to be held on	Monday 23 November or Tuesday 24 November

Objectives of this role

- Own marketing campaigns from ideation to evaluation across RSE programmes
- Identify and produce high quality impact case studies from across the RSE, with a particular focus on outputs that: demonstrate how the RSE delivers knowledge for public good; improve Fellow engagement; support the RSE's fundraising objectives
- Working with the Fellowship team and programme managers to identify opportunities to demonstrate the RSE's impact against the charity's objectives. Identify creative ways to share stories and manage the process from ideation to evaluation
- Working with the Development team and external creative partners, support the delivery of a high impact fundraising campaign that delivers on marketing KPIs as well as income targets
- Contribute to internal communications activities, ensuring colleagues and Fellows are informed and engaged
- Work closely with the Media Relations Officer to capitalise on all potential media opportunities that promote the work of the officer's key programme areas
- Oversee the delivery of high quality still and video imagery that support all relevant areas of the key programme areas and are used for promotion and increased visibility of relevant RSE activities

- Ensure all relevant VPs and Fellows across the key programme areas are appraised of marketing and communications activity that seeks to drive awareness and ultimately conversion and participation in funding and medals rounds
- Interpret data from the RSE website, social media, and CRM to evaluate marketing and communication activities. Use this data to identify gaps and improve outputs
- Prepare copy for a range of internal and external publications

Role responsibilities

- Define goals for marketing campaigns to allow for effective measurement of activities that support the RSE's strategic goals
- Provide creative solutions to requests for support within tight budget constraints
- Have autonomy over case study creation, distribution and evaluation
- Use professional experience and marketing knowledge to decide on quality of final outputs that meet RSE brand and deliver measurable impact
- Produce marketing assets for a variety of audiences that align with the RSE's brand
- Use creativity in translation of data or information, sometimes academic writing, that is accessible to a wide audience
- Establish strong relations with key audiences and stakeholders

Requirements and skills

Essential	**Desirable**
Proven experience in leading and managing high-quality marketing campaigns, primarily across digital platforms	Experience working with the media to secure coverage and promote campaigns
Skilled in designing marketing materials, including video editing, with proficiency in Adobe Creative Cloud	Experience of using project management software (i.e. Asana)
Strong expertise in utilising social media platforms and direct email marketing to enhance engagement, promote events, and maximise outreach	Experience and working knowledge of CRM databases
Ability to plan, prioritise, and manage multiple projects under pressure while staying within budget	Experience working in a membership organisation or within third sector
Demonstrated ability to engage effectively with a wide range of internal and external stakeholders	Knowledge of/experience in internal communications
Excellent written communication and visual storytelling skills, including preparing briefings	Experience in fundraising/capital development campaigns
Experience in working with designers, photographers, videographers and printers	
Outstanding organisational skills and attention to detail	

Management and stakeholders

Staff management	No line management responsibility
Reports to	Communications Manager
Team	Communications
Key stakeholder groups	**Internal**: Communications Manager, Head of Communications, RSE Programme teams, RSE Council, Fellows, staff **External**: partnership organisations, funders, donors, RSE event attendees, academics

Team

Corporate expectations

- Apply RSE's key values and behaviours.
- Adhere to the RSE vision, mission and values.
- Ensure all processes comply with data protection legislation and are in accordance with RSE record management policy and processes.
- Observe all health and safety requirements.
- Work within and promote policies in relation to the RSE diversity policy.
- To undertake other reasonable tasks as required by RSE.

Values and behaviours

These are the key behaviours and skills we expect of our staff. They are not an exhaustive list of all that is needed to efficiently and effectively do your job, but they are the key ingredients that will enable you to do so and which will help us be a successful organisation.

01

RESPECTFUL

I treat my colleagues courteously and fairly, which includes valuing their beliefs, contributions, and ideas.

02

ACCOUNTABLE

I take responsibility for my decisions, actions and impacts, performance and behaviour.

03

COLLABORATIVE

I take a consistently proactive approach towards working with others in order to reach shared goals that couldn't be delivered on my own.

04

INNOVATIVE

I am forward-thinking, coming up with solutions to problems, proposing ways through to the agreed outcomes.