

MacDougall of Dunollie Preservation Trust



Communications Co-Ordinator

32 Hours per week | Permanent | Salary £21,000

Based at Dunollie Museum, Castle & Grounds Oban

Job Description

The MacDougall of Dunollie Preservation Trust (DPT) was set up in 1998 in order to provide specific charitable benefits.

The Trust's charitable purposes are to advance the heritage of the historic castles and collections historically belonging to the family of the MacDougall's of Dunollie, Oban, Argyll, hereditary chiefs of the Clan MacDougall, and to preserve and retain in Scotland the artefacts, paintings and others also historically belonging to the MacDougall's of Dunollie, and to advance education through public display and interpretation of these historic assets.

Our Vision is to be Oban's jewel, the internationally celebrated centre for Scottish culture and heritage and home of the world-wide Clan MacDougall

Our Mission is to conserve, develop and share our cultural and natural heritage for the benefit of the local, national and international community.

Creative Development is managed through a culture of 'Circular Thinking' which encourages collaborative planning and combining the creativity of the entire team from Trustees through to seasonal staff.

The aim of the role is to co-ordinate communications on behalf of DPT effectively to a range of different audiences. This includes supporting the team to provide content, seek opportunities to promote the charity and its work and encourage audience growth to generate engagement and sales.

Communications for this post would cover promotions in the following areas: Heritage, Tourism, Community Engagement, Events, Retail, Fundraising and Conservation.

Responsibilities

- Create marketing & communications strategies to support promotions for each department

- Ensure these strategies are equally represented across Dunollie's communications channels, while striking an even balance between information, engagement and sales promotions
- Support the team in creating engaging content for their department (for both online & physical promotions)
- Oversee updating of Dunollie's online communication channels – social media platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube), websites and newsletter
- Oversee production of any physical materials with external designer including leaflets, posters, signage, adverts, partnership promotional material, etc.
- Ensure all communications distributed on behalf of DPT are consistent and fits with the Dunollie branding and tone
- Dealing with any press, film, photography (including drone) enquiries that may arise and seek opportunities for DPT to showcase its work in the media
- Collect, collate and evaluate feedback both onsite and online, using data collected to inform and influence future marketing opportunities
- Manage and allocate Marketing Budget for the year ahead (2021/2022)
- Support the team with any signage or visitor information required onsite.
- Work with the team to set up booking system/tickets for any activities or events.
- Ensure any data collection activities related to marketing complies with most recent GDPR Data Regulations.
- Create a concise monthly report on communications for the Trustees which demonstrate engagement and growth.

Candidate Profile

Knowledge and Experience

Higher education qualification to degree or equivalent relevant experience

Knowledge of the heritage tourism sector in Argyll

Knowledge of third sector/charitable organisations

Experience in communicating with a range of audiences

Experience of developing, planning and delivering marketing strategies

Skills

Computer Literate

Experienced in using online platforms (social media/websites)

Excellent communication skills

Exceptional attention to detail

Ability to work to deadlines

Flexible approach to workload and the ability to prioritise tasks effectively

Effective copywriter, with the ability to adapt content to suit different audiences/channels

Excellent planning and organisational skills

Excellent time management skills

Great interpersonal skills and the ability to build relationships

Personal Qualities

Enthusiastic, optimistic, approachable and positive

A rational thinker – ability to process any challenges that arise in an efficient and professional manner

Flexible – occasional weekend or evening work may be required as part of post

Self-motivator, confident in taking the lead with communications on behalf of the business

An excellent team worker

Passionate about promoting cultural heritage

Training will be provided with the candidate for all aspects of the post.

To apply, please submit a cover letter with CV to info@dunollie.org by Sunday 28th March 2021 at 5 pm.