

JOB DESCRIPTION

Communications & Marketing Manager

Salary	£29,000 - £31,000
Annual Leave entitlement	35 days (including bank holidays)
Working hours	Full Time, Monday – Friday (flexible)
Location	Ratho, Edinburgh (hybrid, some travel within Scotland will be required)

Closing date: 11 May

Interviews will take place: w/c 16 May

Please send CV and covering letter to: Humanresources@foodanddrink.scot with the title of the job you are applying for in the subject line.

JOB SUMMARY

The Communications & Marketing Manager will be responsible for developing and delivering communications and marketing activities and campaigns to support membership engagement and acquisition; to drive engagement in our market development and capability building programmes; and to amplify our leadership role in delivering the food and drink industry strategy and recovery plans.

WORKING AT SCOTLAND FOOD & DRINK

Scotland Food & Drink is the industry leadership organisation tasked with driving responsible growth for the sector. We are also a membership organisation with over 450 companies at our heart.

Working with us gives you an opportunity to be part of one of the most exciting and innovative industries in Scotland.

Our culture and our people are core to delivering our diverse and collaborative work. We have work/life balance as one of our core values and we have a great benefits package offering a pension scheme, 35 days holiday (plus your birthday), enhanced MAT and Paternity benefits, a flexible working policy and a cycle-to-work scheme. As well as opportunities to socialise and attend industry events and dinners.

We are also an equal opportunity employer and we recognise that diversity and inclusion is a journey, and we are committed to learning, listening and evolving to become more diverse, equitable and inclusive.

ABOUT THE COMMUNICATIONS TEAM

The Communications & Marketing Team at Scotland Food & Drink is focused on delivering engaging campaigns and communications that support the

organisation's delivery and leadership work to help deliver a competitive edge for our members.

We are proud of the work we do and have recently won gold and silver awards for our Brexit PR and Scottish Food & Drink Fortnight influencer campaign. We have also made the shortlist for the Marketing Society Scotland's Marketing Team of the Year 2022.

ABOUT THE ROLE

Reporting into the Director of Communications & Marketing and as part of the wider comms team you will:

- Be responsible for creating, managing and delivering campaigns and communications that inspire food and drink businesses to:
 - find new market opportunities promoting meet the buyer events, trade shows, conferences and in-market missions
 - build their business capabilities through programmes, seminars and webinars
 - attend SF&D events such as the Excellence Awards and conference and engage with initiatives such as Scottish Food & Drink Fortnight.
 - to seek best practice, embrace innovation and engage in industry initiatives such as our journey to Net Zero and the recruitment and retention of future workforce.
- Work with creative agencies on the content and design for brochures, reports, case studies, toolkits and publications.
- Manage the creation of video content, from brief to final delivery, as well as oversee photoshoots.
- Work with our PR agency to engage trade, food and drink journalists and business media.
- Support with ensuring digital channels are performing effectively, including the SF&D website and social media channels.
- Work with Partnership Communications group/colleagues, providing tailored toolkits including key messaging, approved imagery and relevant content to maximise the Partnership communications channels.
- Develop content to support membership recruitment, engagement and retention.

ABOUT YOU

- You'll have experience of developing and executing multi-channel communication and marketing strategies that deliver exceptional results, including across PR, social media, e-comms.
- You will have experience in taking B2B messages and delivering them in engaging and relevant ways.

- You will have worked with (or in) PR, marketing and digital agencies, knowing what makes a good brief and how to get the best from an agency.
- You can analyse results, act on your learnings and identify and report back on relevant KPI's.
- You'll be an excellent communicator with great interpersonal skills with experience engaging and working with senior stakeholders and influential partners.
- You should know what it's like to work well as part of a small, dynamic team, bringing creative thinking, self-motivation and innovation, with a passion for seeing the bigger picture and doing things a little differently.
- We are passionate about the food and drink industry and hope that you will be too.

PROGRAMMES/TOOLS YOU'LL USE

Ideally, you'll have experience using the following (or something similar):

- Website CMS (e.g. Umbraco, Wordpress, Drupal)
- Google Analytics
- Social media management tool (we use Meltwater)
- E-mail management platform (we use Campaign Monitor)