

**October 2023**

**Inverness Chamber of Commerce – Marketing and Communications Manager**

Thank you for the interest you have shown in the above role.

This is an exciting time for Inverness Chamber of Commerce. I have been in post since May 2023 and 50% of our board members joined around the same time. We are beginning to develop our strategy for the next five years which will focus on how we can support our member businesses better, and how we can help to improve the environment in Inverness and the Highlands for businesses to thrive. We also host the Scottish Government’s Developing the Young Workforce programme and we are working hard to integrate that programme more successfully with the Chamber and to ensure that we are supporting their School Co-ordinators, who work remotely, while creating innovative employer engagement activities for young people in a range of growth and emerging sectors.

You should find everything you need in the following Job Description and Person Specification but if you need further information, or would like an informal conversation before applying, then please contact me at colin@inverness-chamber.co.uk

To apply please email me with your CV and a short covering letter (maximum 1000 words) which outlines why you would like to be the Inverness Chamber of Commerce Marketing and Communications Manager, why you think you are suitable for the post and how your experience to date matches the person specification. The closing date for applications is Friday 24th November and initial interviews are likely to be in the week of 4th December 2023.

I look forward to hearing from you.

Yours faithfully

Colin Marr

Chief Executive

Inverness Chamber of Commerce

 

**Inverness Chamber of Commerce**

**Background**

**Inverness Chamber of Commerce**

Inverness Chamber of Commerce is one of the region’s main business support organisations. We are a membership organisation and our member businesses are drawn from a number of sectors and range in scale from sole traders to multi national plcs.

We organise events for our members to network and connect to each other, lobby on their behalf, create opportunities for them to speak to local and national government, and help to raise their profile.

**Developing the Young Workforce Inverness and Central Highland (DYWICH)**

Established in 2014 the Developing the Young Workforce (DYW) Regional Groups are a national network of industry led groups tasked with strengthening and developing employer engagement with education. DYWICH is the group for Inverness and Central Highland and is hosted by Inverness Chamber of Commerce. We are a small, high performing team who are passionate about what we do to inspire and better prepare the next generation for the world of work.

We engage directly with key stakeholders, including educators, to understand how businesses can better prepare our young people for the world of work and we use this knowledge to enhance and expand engagement and partnerships between schools and the business community.

In 2020 the capability and scale of DYWICH expanded, with funding being made available to recruit DYW School Coordinators to work directly in secondary schools across the region. This provides the core team with school-based staff to support the delivery of business engagement.

**Marketing and Communications Manager**

This is a new role for Inverness Chamber of Commerce. Currently all of our marketing and communications activity is completed by staff alongside their day to day roles. These staff bring varying degrees of skill and enthusiasm to this role with some staff showing a real aptitude. Our feeling is that our image is of a slightly “stuffy” old fashioned organisation. We have worked hard on changing our social media postings and image and have seen a huge rise in engagement. We don’t think we have had the same success with our email marketing content or our entries in external publications – much of the content here is re-cycled from previous years.

The Marketing and Communications Manager will have an opportunity to shape the future of all our marketing and communications activities.

**Marketing and Communications Manger**

**Job Description**

**Job Title**: Marketing and Communications Manager

**Salary**: £24,000 per annum for 28 hours (4 days) per week - £30,000 (pro rata)

**Location(s):** Inverness

**Contract:** This is a permanent post for 28 hours per week. These hours could be split over 4 or 5 days per week and we are happy to be flexible about this.

Our hybrid working policy allows for a proportion of work to happen at home but we expect a minimum of 50% of hours to be spent in the office. Work at home during the first six months of employment is only allowed in exceptional circumstances.

**Responsible to**: Chief Executive Officer

**Responsible for:** There are no direct reports – but other staff will contribute to marketing and communications (marcoms) activity and part of your role will be to help other staff increase their marcoms skills.

**Overall Purpose of the Post:**

The marketing and communications manager is responsible for all marcoms activity at Inverness Chamber of Commerce.

This is a new post and will involve developing and implementing marcoms strategy, delivering marcoms activity, and guiding other staff in their marcoms activities which they do alongside their other roles. Inverness Chamber is repositioning itself and is currently examining its strategy for the next 5 years.

Our marcoms activity happens across a number of mediums including social media, email marketing, publications, regular entries in other publications, through engagement with the press and through representation to local or national government.

Your time will be split roughly evenly between the core activities of Inverness Chamber of Commerce and Developing the Young Workforce.

Our marcoms activity is focussed on engaging with our members, encouraging new members, promoting our business and events, and promoting our members’ businesses. For DYW the focus is on promoting DYW activities so that young people in the Highlands are aware of the opportunities, and promoting the great work that is done by our team and by our partner businesses in this area.

You will be expected to increase engagement across all our platforms and ultimately help to drive membership growth and attendance at our events and activities.

**Responsibilities and Key duties**

**Leadership, Management, Planning & Reporting**

* Along with the Chief Executive, and other staff, develop a marcoms strategy for Inverness Chamber of Commerce and DYW – in both cases taking account of, and building on, current strategy.
* Identifying our different audiences and ensuring that each is targeted with appropriate marketing.
* Take the lead on all day to day marcoms activity including planning and scheduling activity, with input from other staff as appropriate.
* Undertaking market research and focus groups as required.
* Help to re-position Inverness Chamber of Commerce as a modern, outward looking organisation, which is an essential and vital partner to all businesses in Inverness and the Highlands, and a key player in the growth and success of our area’s business sector.
* Take the lead on monthly communications planning meetings (or more frequently if required)
* Managing all marketing spend

**Day to day activities**

* Take the lead on all social media activity including generating our own content and amplifying content from our members and partners.
* Take the lead on all email activity to members – these may be promoting our events, canvassing our members’ opinions or more general news emails.
* Take the lead on producing content for our regular features in external publications.
* Assist the Chief Executive in writing monthly newspaper columns.
* Be the first port of call for all press enquiries and, where appropriate, respond to these enquiries or help prepare other staff members to do so. This may occasionally involve “damage control”.
* Prepare and issue press releases as and when required.
* Assist other staff in preparing material to lobby local and central government as required.
* Along with others create events that raise our profile and influence.
* In all the above cases other staff can also be involved in the work. This will depend on appropriateness, and on everyone’s current workload. Where other staff are involved, you will be expected to provide support and guidance.

**Performance indicators**

* Increased engagement across all channels – social media, print and email.
* In conjunction with others, an increase in membership, and attendance at all events – including DYW.
* Increase in profile across local and national press and media.

The job description is not exhaustive, the post holder may be asked to undertake and perform other responsibilities and duties which are appropriate to the scope and seniority of the post.

All of the responsibilities and duties are to be carried out according to the Inverness Chamber of Commerce’s standards, policies and procedures

**Person Specification**

**KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED**

**We have listed below some of the education and qualifications/ experience / skills and abilities and personal qualities we think are required to do this role. We don’t expect anyone to have all of these attributes – if you can tick the box on most of these, we would be delighted to have your application**

**Education and Qualifications**

* Qualification or relevant experience in marketing and communications within a similar environment.

**Experience**

* Experience of working alongside a team of busy professionals, doing their marketing and communications for them and guiding them to do their own, as appropriate
* Experiences of developing marcoms strategy
* Experience in copywriting and editing to a high standard
* Media engagement experience
* Excellent social media skills with a track record of increasing engagement and a knowledge of social media aggregators
* Budget management

**Skills / Ability**

* Strong organisational skills
* Excellent communication and presentations skills
* Ability to work collaboratively
* Working knowledge of MS Office; photo, video-editing web design and content creation software

**Personal**

* Ability to work on own initiative, manage own time, prioritise and meet tight deadlines
* Proactive and customer focused
* Team player