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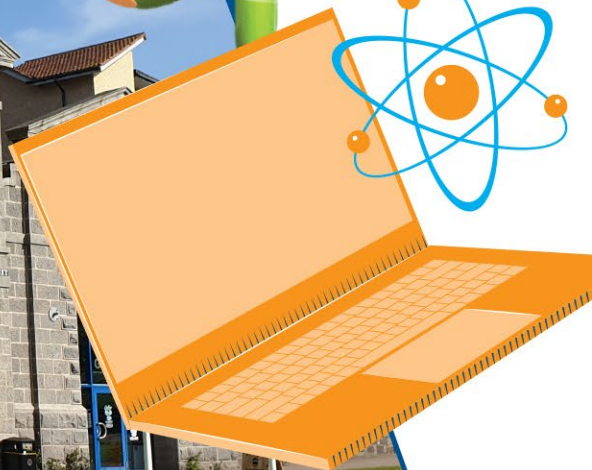
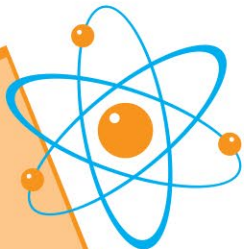
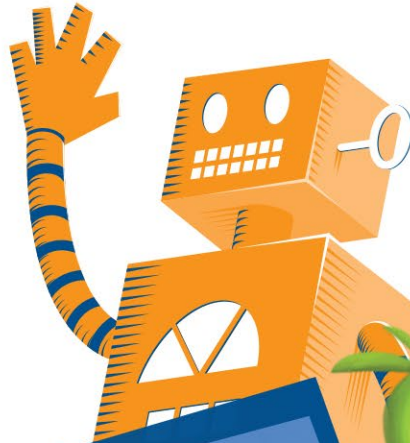


Marketing & Communications Coordinator (maternity)

Closing Date: Monday 14th April



INVESTORS IN PEOPLE™
We invest in people Silver



Unleash the **power** of curiosity at Aberdeen Science Centre

Welcome!

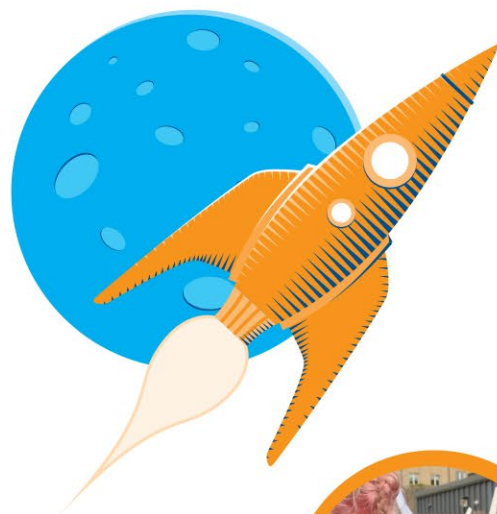
Thank you for your interest in joining our hardworking and passionate team at Aberdeen Science Centre. We are proud to offer the opportunity to work in one of the top visitor attractions in Aberdeen, a modern and spacious science centre with more than 60 interactive exhibits, a busy schools and community engagement programme, corporate venue hire spaces and plenty of opportunities to get hands on with STEM (Science, Technology, Engineering and Maths) engagement!

This pack will walk you through everything you need to know, including:

- The job description and the kind of skills and experience we're looking for
- Our science centre and all its facilities
- Opportunities for your career development
- The benefits and remuneration package we can offer
- A few words from our team

If you have a passion for science and STEM education and are keen to inspire others and make a lasting impact, we can offer you rewarding, interesting and varied work and the chance to develop your skills and your career.

We would love to hear more about what you can bring to Aberdeen Science Centre and help us to Unleash the Power of Curiosity!



All about us

Aberdeen Science Centre is an inspirational, exploratory visitor attraction close to Aberdeen's beachfront. We are committed to **inspiring a lifelong interest in science** by creating engaging, fun, informative and educational experiences for everyone who comes through our doors.

Established in 1988 as Scotland's first Science Centre, Aberdeen Science Centre has played a significant role in STEM education across the region ever since.

In late 2020, Aberdeen Science Centre reopened its doors at Constitution Street, following a major £6million redevelopment project. The revamp allowed us to create six exciting zones for visitors – Space; Energy; Test It; Make It; Life Sciences; and a special under-6s area for our littlest scientists.

We brought in more than 60 new exhibits (and a few old favourites!) including our friendly humanoid robot, RoboThespian, who loves to sing and chat, the OPITO Theatre of Energy, an immersive experience which challenges visitors to find the right mix of energy sources and 'The Wall', an interactive multi-player game that gets both the mind and body moving!

Our schools, community and public engagement team provide opportunities for STEM learning in a variety of different formats. From workshops and shows, activity stations and demos, to science on the spot and story sessions. Our engagement team provides something for everyone and aim to engage with as many children and adults as possible, on average

engaging with over 65,000 people each year.

We also have meeting room spaces which can be used for corporate events for up to 250 guests as well as in-house training sessions.

We have an on-site café run by Grub, as well as a small garden, office and recreation space and free car parking.

As a registered charity we work hard to generate funds through a variety of income streams to support our mission.

Maintaining our valued corporate partnerships is a vital part of our day-to-day work as they allow us to deliver quality programmes, workshops and events for schools, community groups and others.

We are one of the only five-star visitor attractions in the North-east of Scotland and the go-to STEM education resource locally. We share best practice with other science centres as part of our membership of the Association of Science and Discovery Centres and our network of centres here in Scotland.

The future's bright. Play your part and use your valuable skills to make a genuine difference.



Job description

We are looking for a **Marketing & Communications Coordinator**.

Salary: £28,222 (pro rata)

Reports to: Chief Executive Officer

Contract: Part Time, Maternity Cover

Hours: 22.5 hours per week (3 days from 7)

Location: 179, Constitution Street, Aberdeen, AB24 5TU

The Marketing and Communications Coordinator is responsible for raising ASC's profile through creative and imaginative co-ordination and facilitation of its marketing, stakeholder engagement and communication activities to support income generation. The post holder will work closely with the Executive Team and other members of staff to ensure all aspects of Aberdeen Science Centre's activities, corporate facilities and online engagement are widely promoted and funded.

The Marketing and Communications Coordinator will be responsible for the development and implementation of Aberdeen Science Centre's Marketing and Communications Plan.

The post holder will be expected to work flexibly within the team, with a willingness to work evening and weekend events as required.



Main Duties and Responsibilities

General

- Develop the marketing, communication and PR plan for ASC in line with the company objectives
- Work closely with ASC's PR company, graphic designers, web developers and other external organisations to ensure delivery of marketing & comms strategy
- Line manage the Marketing Assistant, setting objectives and key performance indicators to support the achievement of ASC's Marketing and Communications Plan and other budgetary targets

Marketing

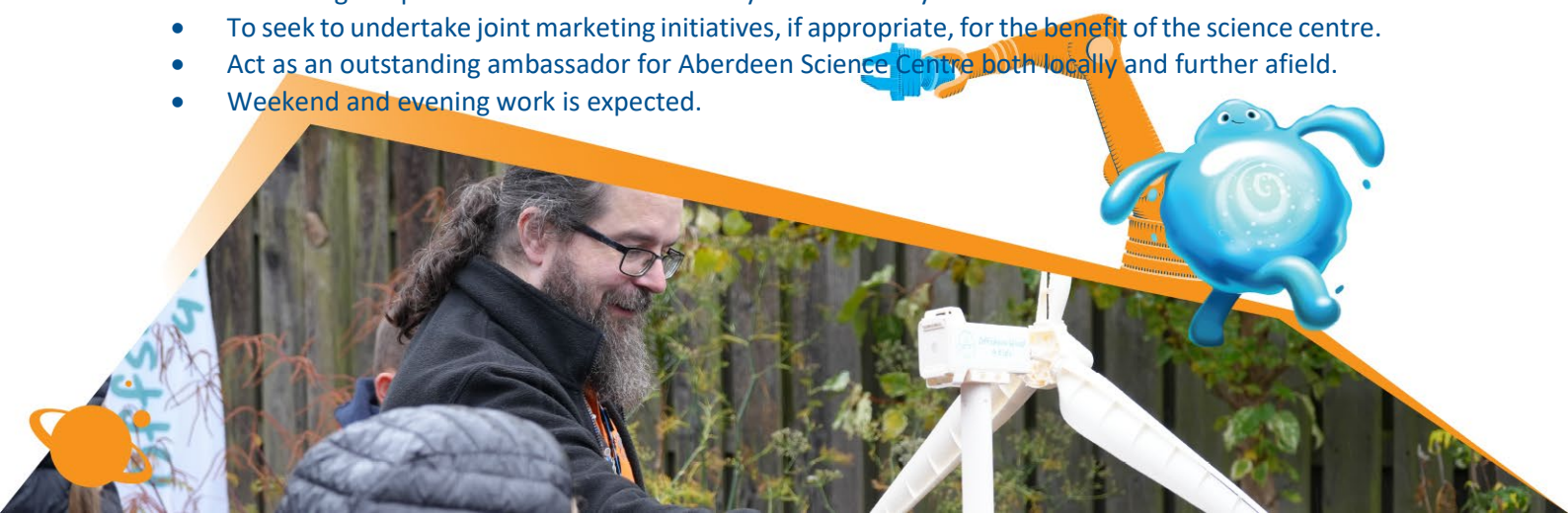
- Planning and implementing promotional campaigns
- Preparing online and print marketing campaigns
- Overall responsibility for brand management and corporate identity; to act as ASC's 'Brand Guardian'
- Maintain effective internal communications to ensure that all staff are kept informed of marketing objectives
- Working with our website development partner, be responsible for website development, search engine optimisation (SEO), paid advertisements and content generation
- Analyse data and subsequently use insights to support growth and income generation across website and social media platforms
- In conjunction with the CEO, ensure effective allocation of resources
- To produce in-house graphic design requirements as necessary
- Develop, implement and interpret effective market research to support ASC's strategic plan
- Input into fundraising proposals and work closely with the Head of Fundraising to ensure their requirements are met
- Expand and develop marketing platforms and other incentives
- Monitor, review and report on all marketing activity and results

Communications & PR

- Identifying and understanding audience segments across ASC, developing growth strategies to support revenue generation
- Working with the Head of Business Development, develop and implement effective social media plans for events business
- Work closely with our sponsors and other partners to ensure ASC is delivering excellent comms & marketing requirements for them
- Working with ASC's PR company, write press releases in conjunction with staff
- Other tasks as deemed appropriate and reasonable

Miscellaneous

- To ensure that all marketing supports the mission and values of the science centre.
- To share good practice initiatives both locally and nationally.
- To seek to undertake joint marketing initiatives, if appropriate, for the benefit of the science centre.
- Act as an outstanding ambassador for Aberdeen Science Centre both locally and further afield.
- Weekend and evening work is expected.



All science centre staff are expected to:

- Perform their own general clerical duties including, but not limited to, typing, copying, mailing and filing.
- Ensure all current legislation including, but not limited to, GDPR and Health and Safety is followed at all times.
- Maintain confidentiality in all aspects of client, staff and agency information.
- Consider the day to day environmental impact of their work and act to reduce accordingly i.e. turn off unwanted lights, reduce paper usage etc
- Follow any other reasonable duties as assigned by Chief Executive or Head of Fundraising.
- To attend conferences and other learning opportunities as required.

The above is intended to provide a clear but concise statement of the present major tasks and activities of the job. It is not an exhaustive list of all its detailed duties. As a term of your employment, you may be required to undertake such other duties as may reasonably be required of you in the post mentioned above.

Aberdeen Science Centre reserves the right to amend the Job Description in consultation with the employee.

Aberdeen Science Centre pursues a policy of equal opportunities in the appointment and promotion of staff.



Person specification

Do you have the skills, experience and enthusiasm we are looking for?

Essential Competencies

- Educated to further education level in a marketing or communications or related field (or with equivalent demonstrable experience in the field)
- Sound knowledge of marketing and communications principles
- Knowledge, understanding and experience of using social media platforms as a business tool.
- Desire to work within the charity sector adopting a creative and innovative approach to marketing and communication
- A creative and innovative approach which produces tangible results
- Excellent attention to detail
- Confidence with IT, with an ability to keep up with advances in technology
- Excellent written and verbal communication skills
- Ability to liaise effectively with a disparate type of internal and external stakeholders
- Previous experience in a customer focussed environment
- Knowledge, understanding and experience of delivering successful marketing plans (both short-term and longer-term)
- Ability to create impactful marketing materials (posters, leaflets, videos, etc.)
- Ability to work unsupervised, on own initiative and be an effective team leader
- Knowledge and competence in IT including MS Office suite and specific software (for instance: Canva, Word Press, Mailchimp) and ability to learn to use new social media applications
- Ability to work to tight deadlines and organise own schedule
- Commitment to continuous professional improvement and development.

Desired Competencies

- Basic knowledge of WordPress and html coding
- Ability to script & produce high quality video content
- Knowledge of SEO strategies, Google Ads and Google analytics
- Experience of social media advertising
- Awareness or experience using Mailchimp or other mass mailing software
- Knowledge of digital marketing best practices
- Awareness or experience with growing social media trends
- Driving license



Employee Benefits

In return for your hard work, enthusiasm and commitment to our values you'll receive a generous benefits package including:

- Holiday allowance of 31 days pro rata (19 days)
- Generous company sick pay of 3-months full pay & 3-months half pay
- Contributory pension scheme with employer contributions of 4% upon completion of probation
- A range of learning and development opportunities
- A comprehensive package of support through our Employee Assistance Programme
- Free onsite car parking at Aberdeen Science Centre for all staff
- 10 free admissions per year to Aberdeen Science Centre for your friends and family
- Free voluntary flu jab for all staff
- Possibility of flexible and hybrid working opportunities
- 10% staff discount in ASC Shop and onsite café, Grub.
- Social outings and team building sessions.

How To Apply

To apply for this position please send a CV and Covering Letter outlining your suitability relative to the Job Description & Person Specification to: recruitment@asc.scot or to: Recruitment, Aberdeen Science Centre, 179, Constitution Street, Aberdeen, AB24 5TU.


Deadline for applications: **Monday 14th April 2025**

Interviews will take place: **w/b 12th May 2025**

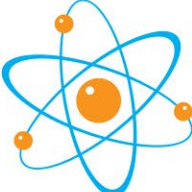


Come and join us!

We'd love for you to be part of our dedicated team. Here's what some of our colleagues have to say about working at Aberdeen Science Centre.



I just love engaging with people and watching their surprised faces after a cool, creative activity!



Aberdeen Science Centre has a great culture which is both supportive and collaborative. Senior management's belief in the team and genuine will for you to develop and grow makes each project enjoyable, knowing you have their support.


The staffing structure means we get to work with different members of the team, giving you the opportunity to learn every aspect of the company. Through this atmosphere we end up accomplishing more together.

I love seeing the impact our work has on young people and in the wider community - even a short walk through the centre shows the positive interactions people are having with STEM.

It's a fun place to work with great learning opportunities and really friendly, enthusiastic staff.

I've developed many new skills, from delivering and developing workshops to coordinating events and working with community partners and I've been allowed the freedom to develop according to areas of interest. Working at Aberdeen Science Centre is fun and fast paced but also a great place for personal development.

It's so rewarding to know that the work you're doing is contributing to the charity to inspire an interest in science, whether that be in the centre itself, in schools or the community.



If you want to work with an organisation that cares about its people and like the idea of working with a purpose-driven charity, then join us at Aberdeen Science Centre.

The diverse activities we do at Aberdeen Science Centre means no two days are alike.





179 Constitution Street

Aberdeen, AB24 5TU

recruitment@ASC.scot

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Aberdeen Science Centre is a Scottish Charity, SC014922,
regulated by the Scottish Charity Regulator (OSCR)

