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# Recruitment Pack

# MARKETING MANAGER

# Maternity Cover

Thank you for your interest in the post of Marketing Manager, Maternity Cover at Camera Obscura & World of Illusions.

This pack contains details about the post, and about our company.

You can apply by completing the enclosed application form and returning it to:

Claire Riddoch

Camera Obscura & World of Illusions

Castlehill

Edinburgh

EH1 2ND

claire@camera-obscura.co.uk

Thank you again for your interest in working with us at Camera Obscura, I look forward to receiving and reading your application by **Sunday 27 June 2021**.

# ABOUT US

Camera Obscura has been trading since 1853; our company has expanded the offering and has been running Camera Obscura & World of Illusions since 1977. Our major market is couples, then families, of all ages and nationalities.

The attraction comprises five floors of exhibitions of science and art on the themes of optical illusions, light, colour and Edinburgh, a rooftop viewing terrace, show in the Camera Obscura and gift shop. The attraction’s brand aims are to be ‘unique, interactive and fun’ Our ethos is to provide our guests with an exceptional, world class, customer-focused experience. The effort we put into this is reflected in approximately 50% of our visitors coming due to personal recommendation. High among our core values are fairness, honesty, respect, fun, thoroughness and attention to detail in our work. We recognise that our staff are, by far, our greatest asset and we look after them as well as we can to make Camera Obscura & World of Illusions a great place to work.

We require excellent staff performance and good interpersonal relations across the whole operation– this is critical in our business. Visitor Centres Ltd is the company that owns and operates Camera Obscura & World of Illusions. It also operates Landmark Forest Adventure Park in Carrbridge, Inveraray Jail, Argyll; and Landmark Press across Scotland.

## POSITION

Marketing Manager – Maternity Cover   
Full-time 40hr per week

This will be an 8-month contract, running from mid-July/August 2021 – March 2022.

## REPORTING TO

Assistant General Manager

## RESPONSIBLE FOR

This is the only marketing post, as such you will be expected to complete all levels of marketing with support from the administration team or seasonal staff.

## BENEFITS

An annual salary in the range £24,000 to £25,000 (depending on qualifications and experience).

There is a 3% company pension contribution (the employee contributing 5%).

Staff discounts of up to 50% are available on shop goods.

Holiday is 29 days per year pro rata, inclusive of all public holidays.

## HOURS

Forty hours per week, annualised and flexible if requested.

Majority of working hours expected to reflect standard business hours, but must have availability for early starts, late finishes and weekend work as required.

Filming, press calls, etc. take place outside of opening hours.

Events that may require your participation may be held over the weekend.

## LOCATION

Based at Camera Obscura & World of Illusions, Castlehill, Edinburgh.

Please note that the building is spread over 8 levels with a Staffroom in the Basement and Office on the 1st Floor. There is no lift access.

There is no on-site car parking.

## THE ROLE

The role of Marketing Manager, Maternity Cover, is to action current marketing and promotional plans in place as well as to seek new opportunities and bring fresh thinking to the organisation, during what has been a challenging time post Covid-19.

The Marketing Manager will work closely with the Management team and will lead on planning and executing the Marketing Strategy which is primarily designed to attract visitors, with a keen awareness of our capacity issues, and to increase revenues from all sources.

The role will involve every possible aspect of Marketing and PR:

* Liaison with external organisations regarding filming, photoshoots etc.
* Management of the website and its content
* Management of print media and its content
* Developing the digital presence across all social media platforms
* Management of review sites and our feedback to visitor comments
* Dealing with advertising sales
* Developing promotions
* Meeting with and developing good relationships with key tourism partners
* Customer Relationship Management
* Data gathering, analysis and GDPR
* Event planning and execution

The Marketing Manager will be a member of the Middle Management team at Camera Obscura. This team currently consists of the Duty Managers, a Technical Manager, a Retail Manager and Administrative Manager.

## EXPERIENCE

A marketing degree or similar qualification is necessary, along with a minimum of 3 years’ experience in Tourism Marketing and a demonstrable track record of achievements.

### REQUIRED SKILLS

* A demonstrable track record of achievements in marketing
* Microsoft Office suite
* Excellent written skills
* Expertise in managing press and media
* Expertise in the field of social media
* Reporting and Analysis
* Use of online tools such as Google platforms and website CMS
* Knowledge and experience in market profiling and segmentation
* Organisational skills backed up with efficient administrative practice

### DESIRABLE SKILLS

* Evidence of leadership skills and ability to foster strong team spirit with immediate team and wider partnership individuals.
* A live network of colleagues in Tourism Marketing
* Graphic design, Adobe Creative suite familiarity
* Photography and Filming content creation

## ATTRIBUTES

* Enthusiasm and confidence
* Passionate about marketing and communications
* Ability to identify new opportunities and confidence to bring new ideas to the table
* Flexibility and ability to support others in delivery of projects in tight timescales
* Ability to work autonomously; self-motivated and driven
* Comfortable in meeting new people and networking
* A creative and strategic/big picture thinker would be beneficial
* High standard of personal presentation at all times