



Recruitment Pack
Marketing Assistant (Digital)
Camera Obscura & World of Illusions

Thank you for your interest in the post of Marketing Assistant (Digital) at Camera Obscura & World of Illusions.

This Job 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
E mail: claire@camera-obscura.co.uk
Tel: 0131 226 3709

Please use the details in the Job Profile in this pack to match your own personal experience and skills against those required of the post holder. And remember – we need your talent so sell yourself!

Thank you again for your interest in Camera Obscura, I look forward to receiving and reading your application by 5pm on Friday 28 June 2019.

Claire Riddoch
Marketing Manager

Position: Marketing Assistant (Digital)

Reporting to: Marketing Manager

The Package: A salary in the range £19,000 to £21,000 (depending on qualifications and experience). In addition there is a 10% company pension contribution, a permanent health scheme, in-service life insurance of four times salary and discretionary bonus of 5% - 20% paid on good performance of the attraction and the company as a whole. Staff discounts are available on shop goods. Holiday is 29

days with an extra day applied on completion of every three years of satisfactory and unbroken service.

Hours: Normally Mon-Fri, 5 day week 40 h/w 9.00am – 6.00pm with two 15 min breaks and one lunch break of 1 hour.

About us

Camera Obscura & World of Illusions

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, but we also have significant numbers of adult-only, youth and school groups, with a small corporate market too. Since the year 2000 our visitor numbers have grown on average 10% a year. One of the main requirements will be to help fill the off-season hours and days.

The attractions brand is unique, interactive and fun. Our ethos is to provide our guests with an exceptional, world class visit of fun, science, art and discovery, and good value. The effort we put into this is reflected in 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 far as we possibly 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 whether staff are public facing or not – this is critical in our business.

The Company

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.

The Position

Based at Camera Obscura & World of Illusions, Edinburgh, the Marketing Assistant (Digital) role is a completely new post for the attraction – all previous digital activity being handled by the management and administration teams.

The Marketing Assistant (Digital) will work closely with the Marketing Manager and Management Team and will lead on planning and executing all online communications, which are primarily designed to attract visitors to the attraction and to increase revenues from all sources.

The role will involve every possible aspect of online marketing, including developing the digital presence across all platforms, creating and gathering content, imaginative but effective promotions, CRM, data gathering and analysis, dealing with advertising sales executives and so on. It will also involve representing the company when required, attending meetings, seminars and conferences, working with tourist trade, networking with marketing colleagues at other attractions. It is envisaged that the Digital Marketing Assistant will make a significant positive difference to the levels of visitors and revenues.

The Marketing Assistant (Digital) will be a member of the marketing team at Camera Obscura & World of Illusions. This team currently consists of the Marketing Manager with support from the Administrative Supervisor and Administrator.

The ideal candidate will combine great communication and people-management skills with a keen eye for detail and a passion for online storytelling.

The goals are for the Marketing Assistant (Digital) to:

- Increase people's knowledge of Camera Obscura & World of Illusions
- Raise Camera Obscura & World of Illusions profile
- Increase admission numbers and revenue
- Drive sales of online tickets through our own website and help with the development and administration of online ticketing
- Create an accessible and engaging website, which meets user needs and which produces increased use and longer dwell time
- Create a lively and engaging social media presence reaching an increasing online audience
- Curate and manage our Google accounts including Adwords, Analytics, Search Console

Marketing Assistant activities:

- Create and maintain the social media platforms including tweets, Facebook posts, Instagram etc. This includes creating and collecting content such as photos and videos

- Plan, co-ordinate and create new content for the website and social media channels including commissioning and editing content from others, to ensure increased and broader use
- Co-ordinate production of content with a network of content contributors across the organisation to ensure a diversity and breadth of content
- Collaborate with technical developers on the development of new content to ensure functionality and accessibility
- Ensure content complies with the brand, design and editorial strategy for the website and with digital asset management policy and guidelines
- Participate in cross-organisation project teams to ensure digital content creation is planned at an early stage to ensure deliverability
- Manage and coordinate all Google activity including Adwords and Analytics
- Write and send out monthly newsletter via MailChimp
- Update listings on relevant pages online, with a focus on tourism websites
- Website updating
- SEO of website
- Checking and responding to emails
- Reporting monthly on Digital Marketing Statistics
- Seek out other opportunities to market
- Evaluate content and respond to web statistics to ensure user accessibility and effectiveness
- Identify and respond to target audience needs by developing, undertaking and analysing appropriate research to ensure audience focused online content
- Be on top of current trends and changes within the digital scope to advise on best practise and new platforms

Skills required:

- Reliable and creative individual who is able to use their initiative and also work as part of team
- Professional work ethic
- Self-motivated, proactive and willing to take on new challenges
- Knowledge and experience of social media platforms including Twitter, Instagram and Facebook
- Knowledge and experience of the Google Suite and Microsoft Office (Excel, Word, Outlook)
- Knowledge and experience of CMS, MailChimp (or similar)
- Knowledge and experience of developing digital marketing campaigns
- Knowledge and experience of copywriting, proofreading and editing
- Previous experience working in a customer focused environment
- Knowledge and experience of SEO

- Knowledge and experience of Ads (Google Adwords)
- Knowledge and experience of Social Media engagement and advertising
- Knowledge and experience of Google Analytics
- Knowledge and experience of Keyword research
- Knowledge of creating photography and video content and the ability to edit and reformat these multimedia resources
- New digital ad retargeting experience would be a bonus

Your Experience:

- A marketing degree or similar qualification or experience is necessary
- Up-to-date knowledge of trends in web content and user behaviour
- Knowledge of the potential of digital communications to a visitor attraction or related cultural environment
- Understanding of web authoring matters, including the basics of HTML, web analytics, copyright and data protection and web accessibility standards
- Understanding of web design and SEO techniques
- A demonstrable track record of achievements in digital field
- In depth experience of using Excel, Outlook, and Word and all relevant marketing software is necessary
- Demonstrable time spent and expertise in the field of internet and digital social media
- Evidence of past relationship building activities
- Evidence of ability to foster strong team spirit with immediate team and wider partnership individuals

Person Specification

- The post holder will need to be an enthusiastic and confident individual who has the ability to get people on side
- They will be passionate about marketing and communications and be able to identify new opportunities and bring new ideas to the team
- They will be flexible and open and able to support their line manager in the delivery of projects in tight time-scales
- The role will need to work autonomously at times and the post holder should be able to be self-motivated and driven
- They will need to be professional in approach and be able to confidentially articulate ideas
- They should be comfortable meeting new people
- High standard of personal presentation at all times
- No medical conditions that might prevent the candidate from carrying out the duties as specified