



## Scottish Athletics Limited

Information for applicants for the position of

# Marketing & Digital Communications Manager

Salary £33,000  
(37 hours per week)

### About Us

**scottishathletics** is the national governing body for athletics in Scotland. Our vision is to give everyone in Scotland the opportunity to participate in athletics and running and to achieve their personal ambitions.

Our mission is to deliver an integrated, inclusive and adaptable model of athletics and running provision that inspires everyone in Scotland to enjoy the sport and experience personal success. Equality, diversity, and inclusion are at the heart of the work that **scottishathletics** leads, and the organisation works closely with all stakeholders in athletics across Scotland, to continue improving diversity and create an inclusive culture in the sport, and to be reflective of Scottish society.

Our strategy, [\*Building a Culture of Success \(2023-2027\)\*](#), captures the breadth of work that **scottishathletics** facilitates, from supporting performance athletes on the world stage to providing opportunities for people to participate in the sport within their local community. The member clubs play a crucial role in growing and developing the sport and, along with the volunteer workforce, they are integral to the sport's future success.

Everyone in Scotland can participate in athletics and **scottishathletics** strives to continuously evolve to deliver on our vision for the sport.

### About the Role

The Marketing & Digital Communication Manager is a key role for **scottishathletics**, working collaboratively across all aspects of the organisation to enhance content, bring an innovative approach to **scottishathletics** marketing and digital communications, and support engagement with our membership and key stakeholders.

Working with the Head of Communications, the role will support delivery against the Commercial and Partnerships pillar of our strategy "Building a Culture of Success". Specifically, the postholder will be responsible for creating engaging and innovative digital content that supports the growth and reach of **scottishathletics** and the **jogscotland** programme.

This role will lead on the management of communications for the jog**scotland** programme and will assist the jog**scotland** Development Officer in the delivery of the jog**scotland** programme strategy.

### **About You**

We are looking for a motivated, proactive Marketing & Digital Communications Manager who is passionate about the importance of sport, committed to continuously evolving marketing and communication approaches, and developing themselves.

You will have experience of creating inspiring content for different audiences and an understanding of social media platforms, core demographics and trends. Working successfully across teams and with key stakeholders is an important part of this role, and therefore you will be an excellent communicator and skilled in building effective relationships.

You will have practical experience of managing social media platforms and websites, developing and editing video content, and successfully creating, developing and delivering on marketing and communication plans.

With a forward-thinking, hard-working and creative approach, you will bring self-discipline and enthusiasm to the role using your skills and experience to innovate and continuously evolve our marketing and digital communications.

### **Staff**

**scottishathletics** employs 32 members of staff and 19 Club Together Officers.

### **Place of Work**

Hybrid working. The **scottishathletics** office is based at Caledonia House, South Gyle, Edinburgh EH12 9DQ.

### **Salary**

The salary offered for the post will be £33,000. Annual pay awards will be made in accordance with the salary review procedures agreed by the **scottishathletics** Board of Directors.

### **Hours of work**

The person appointed will be expected to work for 37 hours per-week. Due to the nature of the post, there will be a requirement to work in the evenings and at weekends. The organisation encourages a flexible working approach from all staff, consistent with meeting the needs of the business.

### **Pension**

**scottishathletics** operates a qualifying group pension scheme for auto-enrolment purposes and will match the successful candidates' contribution up to a maximum of 6% of salary, including the legal minimum contributions required.

### **Annual Leave and Public Holidays**

The annual leave entitlement for this post is 25 days, increasing to 30 days after five years' service. In addition, the public holiday entitlement is 10.5 days.

### **Travel and Subsistence**

The post holder will be required to travel to meetings within Scotland. Travel and subsistence will be reimbursed in accordance with the **scottishathletics** policy.

**Probationary Period**

All new members of staff will serve a six-month probationary period before their appointment is confirmed.

**Notice**

This post carries a three-month period to terminate employment after the satisfactory completion of the probationary period.