

Scottish Tourism Alliance
Digital Marketing & Communications Executive
(part time)



**SCOTTISH
TOURISM
ALLIANCE**

Your voice in tourism matters

Organisation: Scottish Tourism Alliance
Grade: Digital Marketing & Communications Executive
Scale: £ 26 - £28k pro-rata
Location: Agreed blend of home working and hot desk/office (our team meets virtually throughout the week and in person twice a month at the moment)
Contract: Part-time 24 hrs pw (flexible over 4 days)
Closing Date: 16th June 2021

Job Description

About the STA

The [Scottish Tourism Alliance](#) (STA) is the representative body of the Scottish tourism industry.

Our organisation comprises over 250 trade associations, businesses, destination groups and other organisations with an interest in tourism.

We offer the best possible representation of the issues and challenges we face as an industry through continuous engagement with more than 70% of tourism businesses in Scotland. Our membership is spread across all regions and destinations in Scotland. We are governed by a [Board](#) with representation from all sectors within Scotland's tourism industry. Find out more [here](#).

Responsibilities and Duties

Reporting to the Communications Director, your role will include:

- Supporting in the delivery of marketing campaigns and communications activities to generate prospective member leads and drive retention of existing members
- Supporting in promoting the value of the STA and its services to key audiences and stakeholders.
- Assisting in the development and creation of digital marketing activity and collateral to support member recruitment, retention and renewal
- Supporting in the planning, delivery and promotion of physical and virtual industry exhibitions attended by the association
- Supporting in the planning delivery and promotion of regional and national events

- Maintaining, updating and uploading website content - working with stakeholders and content owners from across the association (this includes uploading and maintaining posts, STA blog, website pages, member listings and improving functionality)
- Reporting and monitoring of key website metrics, goals and activity
- Creation of online surveys – analysis and reporting of responses for
- Planning, writing and executing various email marketing campaigns, including the organisation's weekly news update
- Managing, updating and maintaining the association's email marketing database
- Supporting the development of STA CRM system
- Maintaining relationship with IT and website support partners
- Maintaining website compliance/GDPR
- Supporting in the ongoing promotion of existing and new member benefits, services, discounts, tools and content
- Supporting the communications team with content creation for social media channels
- Ability to write and distribute press releases if required

Skills and Experience Required

We are seeking a highly motivated individual with the following skills:

- Experience with both on and offline marketing activities
- Qualification in Communications/Digital Marketing
- Proficient in e-mail marketing and e-mail marketing platforms (we use Mailchimp)
- Experience working with CMS platforms (we use Wordpress)
- Experience of a range of digital platforms for example, Survey Monkey, Eventbrite
- Knowledge and experience of working with a CRM system desirable
- Knowledge in using reporting tools such as Google Analytics
- Highly organised with the ability to work on multiple projects simultaneously within a fast-paced environment
- Excellent written and proof-reading skills
- Computer literate in Word, Excel and PowerPoint with the ability to pick up new software packages easily

Please note 2 x references will be required if successful at interview

Deadline for applications is 16th June

Interviews will take place on 22nd/23rd June

Due to the expected volume of applications, we will only be contacting applicants who have been successful in meeting our shortlist requirements

Please email your CV and covering letter to Mhairi Smith, Business Support, Finance and Membership Manager – mhairi.smith@stalliance.co.uk