



# Job Description

## Marketing & PR Manager

**Division:** Sales & Marketing

**Team:** Marketing

**Responsible to:** Sales & Marketing Director

**Last Updated:** 11 November 2024

At the Edinburgh International Conference Centre our vision is:  
**to create an environment which inspires ideas that change the world**

### Primary Function:

The Marketing & PR Manager will project manage and implement a wide range of marketing and PR activities to promote the EICC and increase awareness of its facilities and services internationally. The successful candidate will work alongside the Sales & Marketing team to create innovative projects and campaigns to enable the EICC to exceed expectations and revenue targets.

### Responsibilities:

- To manage and implement various marketing and PR activities, including planning, online and offline marketing activities, and brand awareness.
- Manage the EICC website, keeping current content fresh and up-to-date, and creating new areas where required.
- Manage the relationship with the EICC digital agency, overseeing related SEO and digital marketing activities. Review monthly analytics in collaboration with the digital agency and identify any areas for improvement.
- Create engaging email campaigns to drive business opportunities for the Sales Team.
- Carry out post-campaign analysis, including tracking response and ROI.
- Manage and protect the EICC's brand identity, including subbrands, ensuring an accurate and consistent identity and an excellent reputation is maintained both internally and externally.
- Manage the relationship with the EICC's PR agent and provide input into PR work, which will drive regular, positive news coverage for the EICC nationally and internationally.

- Create and manage a schedule of content for the EICC's social media channels, which will engage with followers and grow networks.
- Collaborate with the company's communication agency to plan and produce regular compelling editorial content for the EICC's Ideas Hub.
- Create and/or commission new content and branded materials intended for business generation activities, including graphics, video content, photography and branded bid and presentation templates.
- Review of strategy and planning in conjunction with the Sales and Marketing Director to ensure the EICC remains a step ahead of its competitors.
- Assist the Sales and Marketing Director and the Sales Team in identifying new markets, new communication channels, and strategic proposals.
- Collaborate with key city and industry partners on mutually beneficial activities that effectively promote our destination and venue.
- Bring fresh ideas and new thinking to our established team in all things marketing and PR related
- Be confident in the creation of engaging press releases and in writing EICC comments for press enquiries.
- Be a trusted contact for our CEO and senior team for all PR-related enquiries
- Be confident in the creation and promotion of in-house events co-ordinated by the EICC team for clients and stakeholders

### **Personal Attributes:**

The ideal candidate will ideally possess the following personal attributes:

- Self-motivated and driven with the ability to work autonomously.
- Have a high attention to detail.
- High organisational skills.
- Ability to prioritise workload and adapt to changing demands.
- Excellent communication skills.
- The ability to negotiate.
- Ability to be resourceful and identify creative solutions.
- A great all-rounder who enjoys being able to tackle any and all part of a PR & Marketing role

### **Key Selection Criteria:**

- Degree in Marketing or equivalent practical experience
- At least 3 years as a Marketing and PR Professional
- Excellent oral and written communication skills.
- Ability to multi-task and work on several projects at the same time.

- Strong and proactive team player who is willing to be flexible with their time to meet the needs of the business and our clients.
- Good organisation and strong administrative skills.
- Ability to meet deadlines and manage budgets effectively.
- Beneficial experience using Umbraco, Campaign Monitor and Canva
- Highly competent in all Microsoft packages

**Acknowledgement:**

This Job Description may be subject to periodic review, and Team Members will be expected to accept variations consistent with the role's level of responsibility and function.