



Job information

Marketing & Audience Development Officer

About us

Glasgow Building Preservation Trust is a charitable social enterprise that works to rescue, repair and restore historic buildings at risk across the City.

We are a strategic partner of Glasgow City Council and act as a key part of Glasgow's toolkit for development and regeneration of the city's built heritage, usually working in partnership with other charities and community groups to give redundant buildings a new purpose and return them to viable use.

We work closely with key funders including National Lottery Heritage Fund, Historic Environment Scotland and the Architectural Heritage Fund.

As well as saving some of Glasgow's most important and well-loved buildings, the Trust also delivers heritage activities across the city, supporting communities to explore their local history and heritage often, but not always, in relation to a building restoration.

Having brought the concept to the UK in 1990, we run the annual Glasgow Doors Open Day Festival in September each year, which attracts over 23,000 visits to over 220 events including opening up historic buildings, in-person and digital heritage trails, talks and other activities.

The Trust is a membership organisation with around 120 members, although we have plans to grow this number substantially in the coming years.

As a company limited by guarantee with charitable status, we are governed by a Board of up to 12 voluntary Directors, and (currently) a staff team of 4.

As the Trust celebrates 40 years of operation, we want to develop our marketing to ensure that the audiences we work with are fully aware of the breadth and importance of the Trust's work.

The role

Reporting to the Director and working closely with other colleagues, the role will focus on developing and delivering the Trust's marketing functions to enhance our engagement with our multiple audiences.

Job Description

- Design regular social media posts for all GBPT projects, including campaigns for specific time-sensitive projects
- Schedule and maintain social media calendars



- Create content across all digital platforms including GBPT and GDODF websites
- Produce and circulate a regular mail out / bulletin to members and other audiences to raise the profile of GBPT across its target audiences
- Contribute to the development of a Communications Strategy in conjunction with colleagues
- Contribute to the briefing and commissioning of external contractors for projects such as filming, photography, graphic design, together with colleagues
- Contribute to the development of brand identities for GBPT and its projects
- Social media co-ordination for Glasgow Doors Open Days Festival including:
 - Formulating a schedule for social media engagement for the festival
 - Creating and scheduling posts using similar digital tools across social media platforms
 - Creating content at the festival and broadcasting live from events
 - Assisting filmmaker during festival
- Working with colleagues to co-ordinate, design and disseminate the Trust's annual report
- Supporting the Events Co-ordinator and Heritage Engagement Officer with event organisation including assisting with the delivery of the Trust's AGM and an annual Civic Reception
- Maintaining and updating GBPT's databases for members and contacts
- Evaluation and Reporting
- General administration and other duties as instructed by the Director

Person Specification

Organised and able to work under your own steam as well as part of a small team	Essential
Excellent written and oral communication skills	Essential
Personable, approachable and able to communicate with people from different backgrounds	Essential
Adept at using Microsoft Office software (including Word, Excel and Outlook)	Essential
Significant experience in content creation for social media, blogs and mailing lists.	Essential
Adept using social media platforms, Twitter, Facebook and Instagram (familiarity with TikTok desirable).	Essential
Knowledge / experience with simple design and content creation programmes, such as Canva.	Essential



Inventive approach to marketing and audience development.	Essential
Awareness of current developments and techniques in digital marketing, both technological and strategic.	Desirable
Experience devising and delivering short, mid and long term marketing strategies.	Desirable
Experience managing budgets	Desirable
An interest in history, heritage and/or culture.	Desirable

Hours, salary and benefits

This role is for 3 days per week, and will initially be on a probationary period of 6 months.

The salary is offered of £27,000.00 per annum (reduced to 3 days a week pro rata).

You will be based at Glasgow Building Preservation Trust offices at the Wellpark Enterprise Centre, 120 Sydney Street, Glasgow. Occasional home working can be accommodated.

Following successful completion of the probationary period, you will be eligible for enrolment into the company's pension scheme including an employer's contribution of 6.0% of salary.

How to apply

Please apply in writing including a covering letter (no more than 2 sides A4) outlining your suitability for the role and an up-to-date CV.

Please submit your application by email to david@gbpt.org no later than 12.00 noon on Thursday 25th May 2023.

Shortlisted candidates will be notified in w/c 5/6/2023 and interviews will be held in w/c 12/06/2023.

If you have any queries prior to making your application please email david@gbpt.org.