



Job Description

Job Title:	Making Rural Business Digital Project - Marketing & Communications Manager
Location of Work:	Coupar Angus Enterprise hotspot, home-based & locations across rural Perthshire and Kinross
Hourly Rate:	£25-28
Hours of Work:	Average of 80 hours per month Flexibility with hours and days will be required. This may include unsociable hours including working evenings or weekends to assist in the provision of our services.
Contract Type:	Self-Employed Contract
Duration of Contract:	Open ended
Working Pattern:	As required by project.
Qualifications/Skills Required:	Experience of developing and implementing a digital marketing and communications strategy Experience of working with wide range of businesses, community-based organisations and understanding of local community structures. A qualification in Marketing or accreditation by the Chartered Institute of Marketing or similar would be advantageous.

About Us

GrowBiz is a community-based enterprise support service for anyone thinking of becoming self-employed, or starting (or growing) a small business or social enterprise. GrowBiz's unique community-based approach creates self-sustaining networks and is effective in raising awareness of enterprise and business potential among under-represented groups. As a leader in innovative rural enterprise support GrowBiz actively advocates for change and our vision is to promote and support the development of a vibrant and sustainable entrepreneurial rural economy.

This role is part of the LEADER-funded GrowBiz project Making Rural Business Digital (MRBD), a Digital Enterprise programme providing the support rural businesses need to sustain and grow, with a focus on digital routes to market, co-working spaces (enterprise 'hotspots'), digital upskilling, learning and support. This innovative project will be the first to deliver digital upskilling, delivered in rural areas for rural businesses.

This project builds on our 12 years of experience in delivering peer learning, mentoring, networking and 1-1 tailored support - the aim is to 'normalise' digital. Digital exclusion remains a major issue and some micro and social enterprises will neither want or be able to 'digitise' at this stage due to connectivity issues and a lack of experience of, or confidence in, using digital services. There will be a particular focus on engaging young people in rural Perthshire and Kinross.

To facilitate the successful delivery of the project we will work with a range of community spaces and centres, including the network of local rural libraries, to create five co-working spaces or enterprise 'hotspots' with access to high-speed connectivity and regular enterprise and mentoring surgeries.

Integral to the project is the development of the Smart Village Scotland (SV) concept, creating an exemplar 'Smart Village' approach in rural Perthshire. A key objective of Smart Villages is enabling more digital participation in rural communities from helping with basic digital skills, providing an actual local digital community to participate in, and for small businesses, increased participation in the digital economy through e-commerce, cloud-based applications etc. The platform will be centred around the role of enterprise and connected communities, with the ultimate aim of transforming the rural economy using improved digital connectivity, innovation and social capital.

Another element of the project will be the 'proof of concept' creation of a Perthshire Artisans platform, providing a marketing/selling/fulfilment portal for local makers, artists and producers. A key component of the platform will be its story-telling and focus on provenance, and the concept will be developed to be easily replicable for other sectors and in other parts of Scotland.

Role

We are recruiting for a skilled and experienced Marketing Manager with proven expertise to develop and deliver a comprehensive digital marketing and communications strategy for the LEADER-funded Making Rural Business Digital (MRBD) project to include the development of the Smart Village (SV) project for Perthshire.

The MRBD project will support at least 200 existing small and micro-businesses and social enterprises, and 100 start-ups across rural Perthshire and Kinross.

You will have a proven track record of designing, planning and implementing a digital marketing and communications strategy in a timely manner and within budget.

You will be responsible for building strong long-term relationships with clients, communities, partners and stakeholders to promote the MRBD project principles and goals.

The role will also include the creation of physical and digital marketing collateral for the MRBD project.

You will require to have experience of working within a local community, with an understanding of the different messaging necessary to engage with key organisations, partners and stakeholders from the private and public sectors.

You must be a proactive, people-focused person, self-motivated and an exceptional communicator, with a proven track record of establishing strong professional working relationships. You will have impeccable writing skills with the ability to plan content and respond to social media communications and policy announcements.

Due to the nature of this role, a driving licence and the use of your own transportation is an essential as you will be required to work within rural locations throughout Perthshire and Kinross.

Key Responsibilities and Duties

- Developing a comprehensive, responsive digital marketing strategy and plan for the MRBD project, appropriate to GrowBiz and wider rural economy strategy.
- Continually promoting and developing key messaging for the MRBD project.
- Planning, creating and producing engaging, inclusive and accessible MRBD project marketing collateral including leaflets and display material in line with GrowBiz brand and requirements of funders, including Rural Perth & Kinross LEADER.
- Regularly assessing the effectiveness of the reach and ensuring the access needs of the digitally excluded are met.
- Maintaining an up to date understanding and knowledge of current and developing digital marketing innovations.
- Understanding the different needs of clients, partners and stakeholders and having the ability to design key messages appropriately.
- Reacting and responding appropriately to social media, media and relevant policy announcements.
- Having market insight of rural economy and entrepreneurship.

- Being a creative thinker with impeccable writing skills and the ability to create content in a range of formats and for different audiences (including blog, newsletter, editorial and collateral copy)
- Working closely with the MRBD SV project manager to promote the innovative digital platform providing new 'routes to market' for sectors such as creative services, tourism and care/wellbeing
- Promoting an understanding of where the project sits within the strategic aims of GrowBiz and raising awareness and acting as ambassador for the MRBD project with communities, partners and stakeholders.
- Liaising with the GrowBiz team to ensure effective promotion of project clients and events through social media, newsletters and local, national and European publications.
- From time to time, providing MRBD clients with specialist marketing advice.
- Maintaining accurate and up to date records, paper and electronic, as required, for effective monitoring and evaluation to our funders, stakeholders and partners.
- Writing reports on the delivery of activities and objectives met.

Person Specification

		Essential	Desirable
E1	Proven track record of developing and delivery of an effective digital marketing strategy.	✓	
E2	Experience of working with diverse range of businesses and social enterprises.	✓	
E3	Understanding and experience of working with local community organisations and stakeholders.	✓	
E4	Experience of working flexibly with individuals and groups.	✓	
E5	Maintaining an awareness of the rural business support landscape and current digital innovations and business issues.	✓	
E6	Commitment to Equality and Diversity.	✓	
E7	Ability to work collaboratively with internal and external partners.	✓	
E8	Excellent networking skills.	✓	
E9	Exemplar communication (written and verbal) and reporting skills.	✓	
E10	Excellent planning and organisational skills.	✓	
E11	Excellent interpersonal skills and ability to motivate others.	✓	
E12	Ability to work on own initiative with limited supervision and prioritise work load efficiently.	✓	
E13	Ability to balance competing priorities and work to deadlines.	✓	
E14	Commitment to continuous improvement and quality assurance and able to show flexibility in approach.	✓	
E15	A willingness to work occasional unsocial hours.	✓	
E16	Ability to represent and promote the project to a high standard.	✓	
E17	Full driving licence and use of own car.	✓	
E18	Strong IT skills with literacy in MS Office, social media and other digital platforms	✓	
D1	Experience of self- employment/running a small business.		✓
D2	Experience of working in a business support context.		✓
D3	Recognised marketing qualification.		✓
D4	Photoshop and basic design skills an advantage		✓
D5	An understanding of the use of digital platforms to connect, inform and promote communities.		✓
D6	An understanding of the role of enterprise in community development.		✓
D7	Experience of public speaking and delivering presentations.		✓

Additional Information

Contracting Organisation:	The Contractor shall be engaged by GrowBiz Scotland. Company Number SC314655 and Scottish Charity Number SCO43278.
Location of Work:	Various
Responsible To:	GrowBiz CEO
PVG (Protecting Vulnerable Groups):	This contractor post doesn't require an enhanced check through PVG (Protecting Vulnerable Groups).
Offer of Contractor Engagement:	An offer of an engagement of services will be made subject to two satisfactory references.
Taxation	The Contractor is a self-employed person responsible for taxation and National Insurance or similar liabilities or contributions in respect of the fees and the Contractor will indemnify GrowBiz against all liability for the same and any costs, claims or expenses including interest and penalties.
Invoices and Payment	Unless specifically agreed otherwise, invoices and timesheets will be submitted monthly by the Contractor and payment made within 14 days of receipt of physical copies at Coupar Angus office
Contractor Agreement	Upon successful appointment for the engagement of services a Contractor Agreement will be issued outlining the terms and conditions of the agreement.
Contractor Handbook	All Contractors will be issued with a Contractor handbook and operations manual which outlines our expectations whilst the Contractor is engaged in the provision of services on behalf of GrowBiz.

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