

# **Marketing Manager Recruitment Pack**

**January 2026**





# Welcome

**Thank you for your interest in joining the team at Culture & Business Scotland (C&BS). We're proud to be a small but ambitious organisation, playing a unique role at the intersection of Scotland's culture and business sectors.**

We believe culture is essential to a healthy, creative, and economically vibrant Scotland. At a time when public funding is under pressure, and the needs of our society are evolving, partnerships between culture and business have never been more important.

As Marketing Manager, you'll energise our brand and amplify our voice, driving greater impact for our members. You'll become part of a passionate, collaborative team that's dedicated to delivering shared value for culture and business organisations.

We hope this pack inspires you to bring your energy, expertise and experience to the role.

**David Nelson**  
**Executive Director, Culture & Business Scotland**

# About us

**Culture & Business Scotland is an independent national charity dedicated to nurturing a vibrant, mutually supportive relationship between the culture and business sectors.**

We connect culture organisations with forward-thinking businesses, unlocking resources, expertise and audiences that enrich Scotland's culture and economy.

# What we do

**Culture & Business Scotland plays a unique role in Scotland's cultural landscape. We are the only organisation specifically focused on building bridges between the culture and business sectors, helping to deliver shared value through entrepreneurial leadership, cultural philanthropy, and collaborative sponsorship.**

We provide practical tools, events, funding and learning opportunities to unlock the value of cross-sector relationships, supporting the long-term sustainability of Scotland's culture sector while enhancing business innovation, social impact, and connection.



## Culture & Business Scotland Fund

**At the heart of our work is the Culture & Business Scotland Fund, a unique investment programme designed to incentivise new partnerships between culture organisations and businesses.**

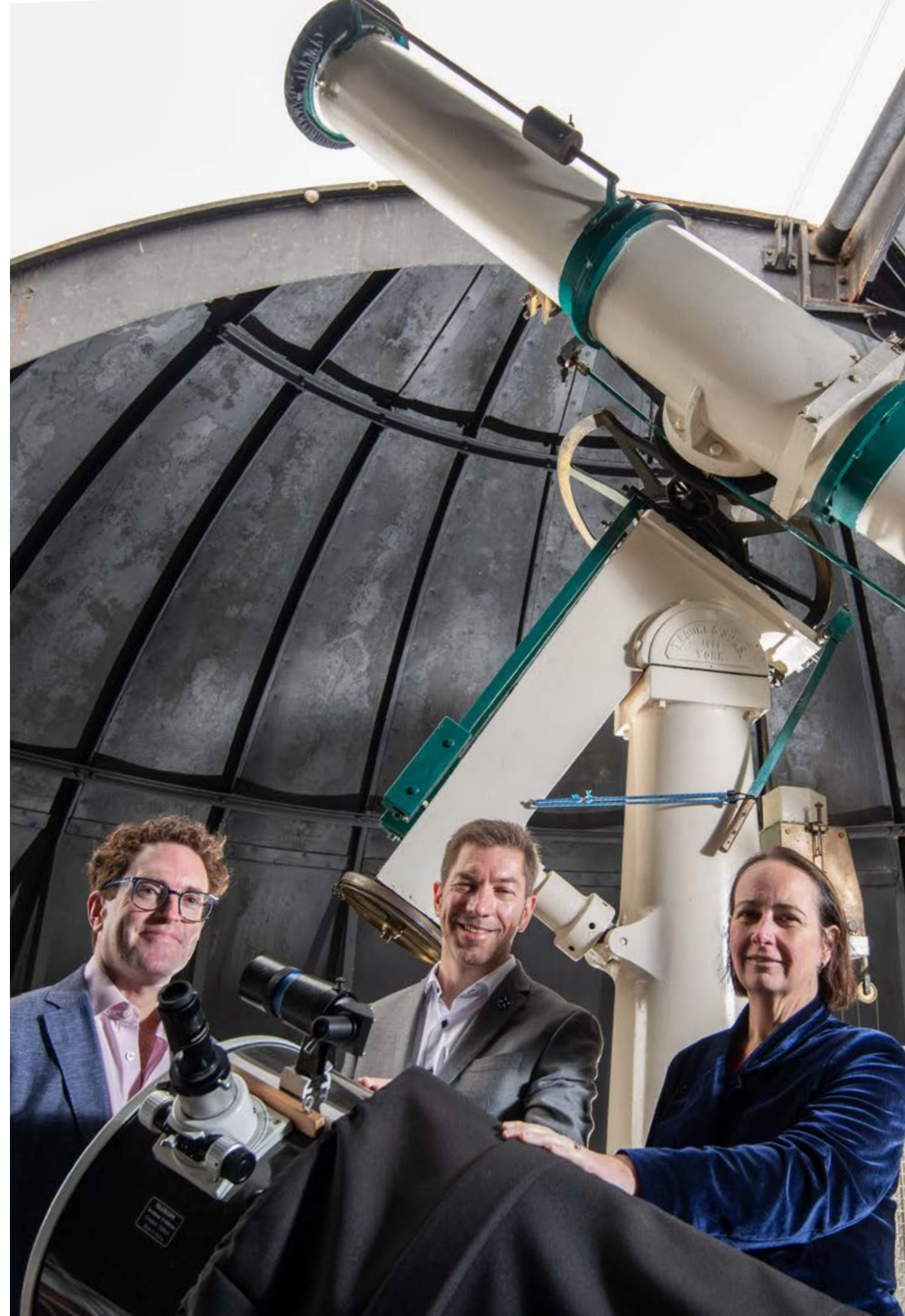
We match sponsorship from businesses up to a defined value, enabling culture organisations to secure vital support while businesses benefit from brand alignment, community engagement, and employee development opportunities.

Since its inception, the C&BS Fund has supported over 200 sponsorships, unlocking £1.9M in business investment for Scotland's culture sector.

It supports projects of all sizes, from grassroots arts initiatives to national festivals and major heritage programmes.

**"With C&BS support, we can continue inspiring visitors of all ages while celebrating Dundee's role in exploring the stars. "**

**Anna Day,  
Leisure & Culture Dundee**





## Events & Networking

We deliver a diverse programme of workshops and webinars, and two flagship events each year, all designed to boost confidence and create stronger connections between the culture and business sectors.

Our learning opportunities empower culture organisations to become financially resilient by strengthening expertise in three core areas: leadership, philanthropy and sponsorship.

Each year we deliver around 40 events, reaching culture professionals, trustees and business leaders throughout Scotland.

## Membership

C&BS is a membership-driven organisation that serves both culture and business organisations. Our members enjoy:

- **Exclusive event access** – invitations to bespoke workshops, webinars and flagship events.
- **Expert guidance** – tailored advice on governance, sponsorship and partnerships.
- **Peer learning and networking** – opportunities to connect, collaborate and share best practices with fellow professionals and leaders.

Currently a network of over 200 organisations, a key priority for the Marketing Manager role will be to grow our membership over the next three years.



# About the role

The Marketing Manager will lead the development and own the execution of Culture & Business Scotland's brand, communications and engagement strategy. Working closely with the Membership Manager and Executive Director, you will broaden the charity's reach, drive membership growth, and curate compelling in-person and online events. This hands-on, results-driven role balances strategic planning with day-to-day campaign management, ensuring every event and initiative delivers measurable impact. The Marketing Manager reports to the Executive Director.

## Key Responsibilities

Area	Core Duties
<b>Strategic Planning</b>	<ul style="list-style-type: none"><li>• Create a marketing plan aligned with the charity's mission, events programme, and membership growth goals.</li><li>• Set measurable KPIs (website traffic, social reach, conversion rates, event attendance) and create an evaluation plan.</li></ul>
<b>Brand &amp; Communications</b>	<ul style="list-style-type: none"><li>• Maintain consistency of visual identity, tone of voice, and messaging across all channels.</li><li>• Draft press releases, newsletters, blog posts, and stakeholder updates.</li><li>• Serve as media liaison – field enquiries, arrange interviews, and pitch stories to relevant outlets.</li></ul>

Area	Core Duties
<b>Event Promotion</b>	<ul style="list-style-type: none"><li>• Develop pre-event buzz, design and send attendee emails, and follow up with post-event communications for flagship events, workshops and webinars.</li><li>• Prepare event graphics to promote events and edit webinar recordings for adding to members' portal library.</li><li>• Coordinate with the Membership Manager to ensure event listings are accurate on the website and CRM.</li></ul>
<b>Digital Marketing</b>	<ul style="list-style-type: none"><li>• Oversee the website (content, SEO optimisation, analytics).</li><li>• Run paid media campaigns (Google Ads, LinkedIn) to drive membership sign-ups and event bookings.</li><li>• Manage email marketing via the CRM (segmentation, automation, performance tracking).</li></ul>
<b>Social Media &amp; Networks</b>	<ul style="list-style-type: none"><li>• Create and schedule engaging content for LinkedIn and the website around the C&amp;BS Fund and our three core areas.</li><li>• Monitor interaction, respond to comments, and cultivate relationships with partner organisations.</li></ul>

## Desired Skills & Experience

- Minimum 3–5 years of marketing experience with a specialism in events.
- Proven track record of developing and executing multi-channel campaigns that increase membership and/or event attendance.
- Strong copywriting and storytelling ability; comfortable producing content for both specialist and general audiences.
- Proficiency with digital and design tools: Google Analytics, SEO basics, email platforms (Mailchimp), graphic design (Adobe Creative Cloud or Canva).
- Hands-on experience with paid advertising (Google Ads) and budget management.
- Ability to interpret data and translate insights into actionable recommendations.
- Knowledge of GDPR and best practices for handling member data.
- Knowledge of or interest in philanthropy and sponsorship.

## Personal Attributes

- Passionate about crafting engaging experiences for diverse audiences.
- Creative thinker who can generate fresh ideas on a modest budget.
- Collaborative team player who enjoys working with colleagues.
- Highly organised, with ability to take initiative proactively and manage own work.
- Genuine enthusiasm for Scotland's cultural and business landscape.

## Your Benefits

- **A truly unique opportunity** to work for a national organisation positioned at the intersection between culture and business.
- **Collaborative, creative environment** where ideas thrive and teamwork drives impact.
- **Salary of £39,000 and generous Living Pension** that rewards your expertise and commitment.

## Location

This permanent role will be based at Culture & Business Scotland's office in Edinburgh. We currently have a hybrid approach to working and attendance at events/networking across Scotland is expected.

## Why join C&BS?

- A rewarding opportunity to support sectors that matter to Scotland's identity and future.
- A chance to influence how business and culture collaborate at a national and local level.
- Opportunities for personal and professional development in a strategic and executional marketing role.
- New networks, insight, and inspiration.

# How to apply

## To apply:

- Provide a copy of your up-to-date concise CV, including your current salary, (no more than two sides of A4). Please provide an explanation for any gaps in work.
- Provide a supporting statement (addressed to the Executive Director), indicating why you are interested in the role and addressing how you meet its requirements.
- Include in your submission the details of two referees (one of which must be from your current or most recent employer), neither of whom we will approach without your consent.
- Send your application to [\*\*recruitment@cultureandbusiness.scot\*\*](mailto:recruitment@cultureandbusiness.scot)

Culture & Business Scotland is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures, and experiences. We are dedicated to encouraging a supportive and inclusive culture. Please tell us if there are any reasonable adjustments we can make to help you in your application or with our recruitment process.

## Selection

Applicants will be selected for interview by matching the details given on their CV and supporting statement against the role description. We would therefore ask applicants to provide clear evidence to show how your experience, skills and knowledge match those requirements.

We are open to discussing part-time working (for example, four days per week on a pro-rata basis) for candidates who can demonstrate the ability to deliver the full responsibilities of the role within fewer days.

# Key dates

- **Closing date:** Wednesday 11 February 2026 at 9am
- **Stage 1 interviews and task (in person, Edinburgh):** Wednesday 18 February 2026
- **Stage 2 interviews and task (in person, Edinburgh):** Wednesday 25 February 2026



# Thank you

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