

Collective  
City Observatory  
38 Calton Hill  
Edinburgh  
EH7 5AA

+44 (0)131 556 1264  
mail@collective-edinburgh.art  
collective-edinburgh.art

COLLECTIVE

**Job title:** Marketing and Communications Manager  
**Salary:** £32,240 per annum  
**Reports to:** Director  
**Working Hours:** Full-time, 9.30am—5.30pm (we are open to proposals to work 4 days a week); there may be a requirement for occasional flexible hours, with additional hours recouped through TOIL.

**Location:** Collective  
City Observatory & City Dome  
38 Calton Hill  
Edinburgh  
EH7 5AA

**Benefits we offer:** Membership of a defined contribution pension scheme (subject to statutory qualifying conditions). Annual leave entitlement 25 days holiday and 11 bank holidays each year (pro rata). Staff discount in our shop.

**To apply:** Please upload your CV and 500-word cover letter, or a short audio recording (max. 7 mins) which addresses your suitability for the role, via [Submittable](#).

**Closing date:** Monday 12 January, 10am  
**Interviews:** Thursday 22 January

## About Us

For over forty years, Collective has played a vital role in Scotland's creative landscape, supporting the development of artists and their practice. Recognised nationally and internationally for our work with emerging practitioners, we also bring significant international artists to Scotland and the UK, often for the first time.

Since 2018 Collective has been based in the historic City Observatory on Calton Hill, at the heart of Edinburgh's World Heritage Site. Following a major capital development project, we opened this Grade A-listed site to the public, creating a unique setting for contemporary art. Our vision is to be a new observatory for the city, where artists inspire new ways of looking, questioning and thinking through art.

We are:

Bold – brave and experimental

Collaborative – generous and sharing

Inclusive – listening, fair and open to all

Caring – for our society and environment

You can read more about our values and policies [here](#).

## The Role

As Marketing and Communications Manager, you will join us at an exciting time, having recently secured a new multi-year funding agreement with Creative Scotland, and as we launch a new programme for emerging artists.

Part of the senior team at Collective, you will work to engage wider audiences with our core mission, and to raise the profile of Collective across the city and beyond.

You will work closely with our Director to shape and develop integrated and compelling messaging which communicates our unique offering: our emerging artist programme, artist commissions, and community engagement within our programming; our venue hires, coffee kiosk, shop and holiday rental within trading; and our site itself, a unique venue situated on a major Edinburgh tourist destination.

Leading the strategic development and practical delivery of our marketing and communications strategy, you will ensure that our programmes of work reach key audiences, locally, nationally and internationally. You will also lead the development of a new website for Collective, and embed a newly created brand identity across touchpoints.

You will lead work across digital, social media, print and advertising, to grow engagement with Collective's unique offering, and build our reputation and profile as a platform for artists and a meeting place for ideas, working alongside, and managing our Communications Coordinator.

## **Key Responsibilities**

### **Strategic**

- Work closely with the Director and senior colleagues to implement and further develop a Marketing and Communications Strategy for the organisation, to grow audience engagement and support income generation through increased awareness and reach of all Collective's activities (charitable and trading).

### **Marketing**

- Lead year-round multi-channel marketing and communications activities for target audiences.
- Maintain a strong brand presence for Collective both online and offline, working with colleagues across the organisation to ensure consistency of messaging, tone of voice and visual identity.
- Develop and negotiate external marketing partnerships and suppliers.
- Devise and manage advertising campaigns.
- Develop tailored communications for a range of audiences, customers and stakeholders.
- Work with colleagues in Trading to market Collective's commercial enterprises – including shop, venue hire, holiday let and hospitality.
- Lead on the contracting of photography and videography for exhibitions, events and trading activity.
- Brief and collaborate with external designers, as well as designing assets in-house when required.

### **Digital**

- Further develop and deliver a digital strategy.
- Regularly update Collective's website to reflect programme updates, listings and opportunities to participate and maintain digital archive.
- Develop a CRM strategy and oversee the management of mailing lists and databases.
- Act as Data Protection Officer and ensure GDPR compliance.

- Manage ticketing system for all Collective events, working in collaboration with relevant colleagues.
- Work with colleagues in trading to support Collective's online retail offer, as required.

### **Press**

- Develop an annual PR plan to maximise targeted news and features coverage, in print, broadcast and online.
- Contract and manage the external PR agent and support the organisation of press events, media launches etc.
- Negotiate and co-ordinate media partnerships.
- Manage and maintain Collective's press archive and press database.

### **Audiences**

- Lead an annual programme of audience research.
- Analyse data collated from research and use this to inform marketing and audience development strategies going forward.
- Work with the Director and colleagues in Programme and Trading to identify priority audiences and target markets for development.

### **Management/Reporting**

- Overall management of marketing budget and spend, ensuring all activity is delivered within budget.
- Report to the management team and Collective's board when required on development and outcomes of all marketing activity.
- Provide line management to the Communications Coordinator.
- Contribute, as required, to evaluating and reporting on Collective's impact to funders and stakeholders.
- Use tools such as Google Analytics to track and analyse performance across digital channels.

### **Other**

- Champion and implement best practice in line with Collective's commitment to Equality, Diversity and Inclusion.
- Assist with daily site management as needed
- Undertake any other reasonable duties as requested by the Director.
- Lead on internal communications to the wider team, including Front of House.

## Person Specification

### Essential Skills, Knowledge and Experience

- At least 3 years practical experience of marketing and audience development, preferably in a heritage, cultural, tourism or charity context.
- Understanding of best practice in marketing and communications.
- A track record of successful project planning and delivery at a strategic level.
- Experience of developing a digital strategy and managing social media activity effectively on behalf of an organisation.
- Experience of budgeting and budgetary control.
- Excellent communication skills, oral and written.
- Strong project management and administration skills.
- Excellent negotiation and advocacy skills.
- Experience of using Adobe Creative Suite.

### Desirable Skills, Knowledge and Experience

- Sound knowledge of the visual arts sector, both on a Scotland-wide and Edinburgh level.
- Understanding of brand development, including values, tone of voice, and visual identity.
- Experience of digital platforms and digital marketing tools.
- Experience of working positively with the media.
- Experience of managing external contracts/freelancers.

### Personal Qualities and Attitude

- An interest in contemporary visual art.
- Audience focussed outlook.
- Confident, friendly approach to working with a wide range of people and organisations.
- Ability to work flexibly on occasion, in the evenings and at the weekends as appropriate.
- Ability to work as part of a small team and take initiative independently.
- Ability to work under pressure and prioritise workload.

## To Apply

Please upload your CV and max. 500-word cover letter, or a short audio recording (max. 7 mins) which addresses your suitability for the role, via [Submittable](#).

Deadline for applications: Monday 12 January 2026, 10am.

Please note that applications received after the deadline will not be considered.