

**Marketing & Events Officer**

**Job Description & Person Specification**



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## **Newbattle Abbey College**

Newbattle Abbey College is Scotland's life-changing adult education college, offering extensive support to adults and young people at points of transition.

The College is set within an historic 16th century building and 125 acres of woodland and parkland in Midlothian, on the site of the original Abbey which dates back to the 12<sup>th</sup> century. The estate was placed in trust by the 11<sup>th</sup> Marquis of Lothian in 1937 to become an adult residential college – and the Newbattle Abbey College story began.

As one of Scotland's smallest colleges, Newbattle offers access to further and higher education, primarily in social sciences, rural skills and outdoor education. The College is also the national accreditation centre for two innovative awards: Forest and Outdoor Learning Awards and Adult Achievement Awards.

We receive core funding from the Scottish Funding Council as a specialist college, which currently amounts to around 42% of our annual income. The balance is generated through a portfolio of activities, including events, residential programmes and international partnerships. The College also manages the adjacent Business Park on behalf of Newbattle Abbey College Trust Ltd. The income from these activities is invested back into our infrastructure and curriculum to support our purpose.

## **Job Description**

### **Purpose of Job**

The Marketing & Events Officer is responsible for acting as the first point of contact through to delivery for all College events, ensuring they are marketed, promoted, planned, managed and executed smoothly and to a consistently high standard.

The post holder promotes and markets the College's curriculum and commercial activity through effective, high quality, and engaging digital media content that aligns with and supports the College's purpose and values. The role will also contribute to the business development and marketing strategy.

Through innovative marketing approaches and professional event management, the role contributes to student recruitment, income generation, and the continued development of the College's reputation for excellence.

A requirement of the role is to support the delivery of events and associated commercial activities. The postholder will be expected to work outside standard business hours, including evening and weekend commitments. Working hours will therefore vary in line with operational requirements.

## **Main Duties and Responsibilities**

### **Marketing and Communications**

- Actively market and promote the College as a unique destination for weddings, corporate meetings, conferences, away days, residential delegate stays and community events that reflect the unique heritage setting and educational ethos of the College.
- Work collaboratively with curriculum and student services teams to support recruitment, conversion and retention activity
- Maintain and update accurate and engaging corporate marketing materials, including brochures, venue fact sheets, case studies, and website content.
- Deliver integrated marketing campaigns to promote events, venue hire, and corporate offerings across digital and offline channels.
- Support the creation of engaging content for website, email marketing, and social media platforms, including targeted B2B & B2C communications (e.g. social media and corporate newsletters).
- Support the creation of marketing materials such as event listings, leaflets, delegate brochures, signage, and promotional copy.
- Ensure all marketing activity reflects the College's values, brand, and heritage identity while supporting commercial objectives.
- Work with photographers, designers, and external partners where required.
- Maintain and update the College website content ensuring information is accurate, engaging and accessible.
- Track and report on our digital channels and event performance, including campaign engagement, enquiry levels, delegate numbers, and attendance.
- Co-ordinate Open Days and external marketing events.

### **Events and Commercial Activity**

- Co-ordinate the planning, promotion and delivery of a varied programme of activity, including cultural events, public programmes, private hire, corporate events, conferences, and College-led activities.
- Oversee and administer event logistics such as room set-ups, AV requirements, catering, schedules, staffing, and supplier liaison.
- Act as an onsite point of contact during events, ensuring high standards of presentation, hospitality, and visitor experience.

- Coordinate and administer all enquiries and bookings including those from international partners.
- Prepare and issue accurate invoices for event services, venue hire, and associated costs. Liaise with Finance team to ensure timely processing of payments.
- Respond to corporate enquiries, preparing proposals and marketing-led responses, coordinating site visits and familiarisation tours.
- Work closely with Catering, Estates & Facilities, and Academic teams to ensure a seamless and professional customer experience.
- Work sensitively within a Grade A -listed heritage environment, ensuring events respect the historic fabric, character, and ethos of the College estate.
- Monitor and report on performance metrics.

### **General Responsibilities**

- Undertake any other tasks relevant to the role as required by the Business Development Manager and Senior Management Team.
- Ensure all activity is conducted in accordance with College policies including Health & Safety, Safeguarding, Equality, Diversity & Inclusion and Data Protection.
- Abide by and uphold all relevant legislative requirements, including data protection and employment law, and respect the confidentiality of staff and students at all times.
- Uphold the College values.

### **CONDITIONS OF SERVICE**

<b>Post Title:</b>	<b>Marketing &amp; Events Officer</b>
<b>Location:</b>	Newbattle Abbey College
<b>Term of Appointment:</b>	Permanent – 35 hours per week
<b>Remuneration:</b>	£32,413 - £34,608 (pay award pending)
<b>Pension Scheme:</b>	Lothian Pension Fund Scheme
<b>Reporting to:</b>	Business Development Manager
<b>Holidays:</b>	45 days per year (includes public holidays)

<b>Qualifications and Knowledge</b>	
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• SCQF Level 10 qualification (Degree or equivalent), or equivalent experience, in Marketing, Communications, Events or a related field.</li> <li>• Sound understanding of core marketing principles (digital content and campaign marketing)</li> <li>• Knowledge of event planning and processes (logistics, promotion, delivery and evaluation).</li> </ul>	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Chartered Institute of Marketing (CIM) qualification or event-related certification</li> </ul>
<b>Experience</b>	
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience supporting or delivering events (online and in person)</li> <li>• Experience delivering marketing campaigns across multiple channels</li> <li>• Experience creating engaging content for digital platforms</li> <li>• Experience liaising with suppliers, venues, external partners</li> <li>• Experience working collaboratively with internal stakeholders.</li> <li>• Working knowledge of website content management systems.</li> </ul>	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Knowledge of education, charity, public sector, corporate sector</li> <li>• Knowledge of audience segmentation and targeting</li> </ul>
<b>Skills and Competencies</b>	
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Excellent written and organisational skills</li> <li>• Excellent creativity skills</li> <li>• Strong organisational and coordination skills, with the ability to manage multiple priorities</li> <li>• Ability to support the planning and delivery of events from conception to completion</li> <li>• Excellent attention to detail and problem-solving ability</li> <li>• Excellent I.T. skills and experience of MS Office</li> <li>• Proactive, flexible approach with the ability to respond to changing priorities</li> <li>• Strong team player</li> <li>• Customer and service focussed</li> <li>• Ability to present to various external audiences.</li> </ul>	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Graphic design skills (e.g. Canva, Adobe Creative Suite)</li> <li>• Budget tracking and financial administration experience for events and marketing.</li> </ul>