

Digital Marketing Officer

Permanent | Edinburgh Science

Full Time, 37 Hours per week, hybrid working

[Salary: £27,000]

Reports to: Marketing and Communications Manager

Last Updated: July 2025

About the role

Join our dynamic Marketing and Communications team and help shape the voice of Edinburgh Science. As Digital Marketing Officer, you'll lead on delivering creative, audience-focused campaigns across digital and print platforms. From the annual Science Festival to our education programmes and international projects, you'll play a key role in growing our reach and impact.

If you're ready to make an impact through exceptional digital content and help us place science at the heart of culture and conversation, we'd love to hear from you.

Key responsibilities

Campaigns & Content

- Develop and deliver engaging marketing campaigns across digital, print, and advertising
- Create compelling year-round digital content (copy, video, photography & blog posts) tailored to diverse audiences, both in the UK and globally
- Collaborate with internal teams and external partners to ensure consistent messaging and branding

Digital & Social Media

- Manage and grow our presence across social platforms (Facebook, Instagram, LinkedIn, TikTok)
- Monitor engagement, respond to audiences, and maintain a consistent brand voice
- Plan and execute email marketing campaigns and newsletters

Website & Digital Advertising

- Maintain and update website content, prioritising accessibility and user experience
- Support website development in collaboration with external agencies
- Create and manage digital ad campaigns to drive engagement and sales

Analytics & Reporting

- Track and analyse campaign performance using digital tools
- Produce reports and insights to inform future strategy and decision-making

Event & Festival Support

- Support marketing for special events, including ticketing, venue branding, and printed materials
- Assist with box office operations and guest ticket allocations
- Help coordinate content capture during the Festival (photo, video, etc.)

What we're looking for

Essentials

- Proven experience creating digital-first content with a track record of driving strong engagement across platforms such as Instagram, TikTok, YouTube and LinkedIn
- Confident in producing, filming, editing and publishing short-form video content using tools like Adobe Premiere Pro, CapCut or similar
- Strong copywriting and storytelling skills, with the ability to craft compelling captions, scripts and hooks that grab attention and encourage interaction
- Understanding of social media algorithms and trends
- Highly creative, organised and proactive, with an ability to manage multiple deadlines while working collaboratively across teams

Especially Desirable

- Experience running social campaigns that have reached wide or diverse audiences, particularly in arts, culture or science engagement
- Understanding of analytics tools (such as native platform insights, Google Analytics, or Sprout Social) to inform and refine content strategy
- Knowledge of accessibility best practices and inclusive design for digital content
- Familiarity with CRM systems (such as Spektrix or Artifax) and email marketing platforms
- A passion for science, education or creative public engagement

Why join us?

At Edinburgh Science, you'll be part of a bold and mission-driven organisation that is shaping how people connect with science in today's world. We are committed to sustainability, inclusivity and innovation, not just in what we do but in how we do it.

Joining us means being part of a passionate and collaborative team that works year-round to create impactful experiences for audiences of all ages. From local communities to global partnerships, your work will help inspire curiosity, creativity and informed conversations through the power of science. If you believe in science as a force for good and want to help shape a more equitable, sustainable and engaged society, we'd love to have you with us.

I'm keen – what's next?

Great! We'd like to keep the advert open until Sunday 3 August however, we do anticipate a high volume of candidates so we recommend getting your application early as we may pull the advert before this deadline.

Interviews with the line manager and one of our SMT are scheduled to be w/c 11 August. It's a single-stage interview process with some standard competency-based questions and a small task which is an opportunity for you to demonstrate your skills!