



**The Botanics
Trading Company
Limited**

Marketing Partner – Commercial Services

Location: permanent role based at the Royal Botanic Garden Edinburgh

Hours: 3 days per week (22.2 hours)

Salary: £38,000 pro-rata

The Role

We're looking for creative and strategic Marketing Partner to lead the promotion of our commercial services at the Botanics Trading Company – including private hire, hospitality, and weddings – all set within the stunning surroundings of the Royal Botanic Garden Edinburgh and our three unique sites across Scotland.

This is a brilliant opportunity to shape how we connect with our audiences, grow our brand, and deliver meaningful impact. You'll work closely with passionate colleagues and partners to create inclusive, inspiring campaigns that reflect our values and commitment to sustainability.

What You'll Be Doing

- Designing and delivering integrated marketing campaigns that drive awareness, engagement, and revenue across our commercial services.
- Creating compelling content for digital platforms – including social media, our website, and email newsletters – that reflects our tone of voice and values.
- Managing and optimising listings and promotions across relevant directories and platforms.
- Collaborating with the RBGE marketing team to produce high-quality materials, case studies, and customer testimonials.
- Building strong relationships with local suppliers, venues, and industry partners to boost visibility and referrals.
- Monitoring and reporting on campaign performance, lead generation, and return on investment.
- Keeping up to date with digital and social media trends and applying insights to enhance our reach and engagement.
- Supporting the planning and promotion of open days, showcases, and customer engagement initiatives.



PERSON SPECIFICATION

Essential Skills and Experience

- Proven experience in marketing, ideally within commercial services, hospitality, or tourism.
- Excellent copywriting and content creation skills for both digital and print.
- Confidence in creating visually engaging content for social media (both static and video).
- Proficiency in tools such as Mailchimp, Canva, Meta Ads, and Google Analytics.
- Strong organisational and project management skills.
- A proactive, self-starting approach with a collaborative and inclusive mindset.
- Solid understanding of marketing principles, campaign planning, and audience segmentation.
- Familiarity with digital marketing channels and performance analytics.
- Awareness of evolving social media trends, particularly Meta and LinkedIn.
- A degree or equivalent experience in Marketing, Communications, Business, or a related field.

Desirable Skills and Experience

- Experience in brand development or repositioning.
- Skills in video content creation and editing.
- Knowledge of the Scottish commercial or tourism market.
- Experience with CRM systems and marketing automation tools.
- A background in values-led or sustainability-focused organisations.
- Understanding of ethical marketing practices and customer journey mapping.
- Knowledge of GDPR and data protection in marketing.
- CIM (Chartered Institute of Marketing) or equivalent certification.
- Training in digital platforms such as Google Ads, Meta Blueprint, or HubSpot.