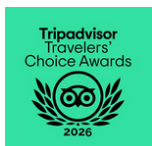




Recruitment Pack

Marketing Assistant

Closing Date: 12 noon, Monday 28th September 2026



dundeesciencecentre.org.uk



Inspire the Innovators of Tomorrow.

Welcome!

Thank you for your interest in joining the dedicated and passionate team at Dundee Science Centre - an award-winning visitor attraction located in the heart of "*the coolest little city in Britain*" (GQ Magazine). As a registered charity, **we are committed to making science accessible to all.**

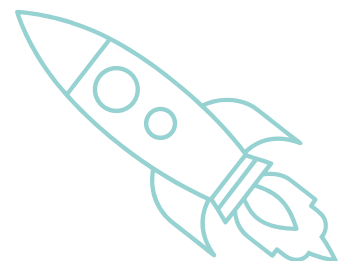
For 25 years, we've inspired curiosity, ignited imaginations, and brought science to life for people of all ages and backgrounds - a quarter-century of wonder.

Now, we look ahead to the next chapter: **Beyond Wonder.**

This recruitment pack will walk you through everything you need to know, including:

- An overview of our science centre - values, people, mission
- The job description and the kind of skills and experience we're looking for
- Employee benefits we can offer
- Comments from our team

If you're passionate about STEM and want to help make science accessible while inspiring the innovators of tomorrow, we can offer a rewarding and meaningful career with excellent growth opportunities – all within an organisation committed to inclusion and diversity.



All About Us.

Dundee Science Centre is an independent charity and lifelong learning resource dedicated to inspiring curiosity, confidence, and connection through science. For over 25 years, we have been at the heart of our community, supporting families, educators, and science professionals to learn, explore, and grow together.

Our Purpose is to bring people together to enjoy science. Through interactive exhibitions, outreach programmes, and festivals, we create engaging, hands-on experiences that inspire people of all ages. Our activities extend beyond our building, reaching communities across Dundee, throughout Scotland, and beyond. Creating opportunities for collaboration between scientists, educators, communities, and the public.

Our Vision is to foster a curious community that is confident and engaged with science. We encourage exploration, discovery, and lifelong learning, helping people develop the confidence to engage with science and understand its impact on everyday life.

Our Mission is to make science accessible. We work to remove barriers to participation, creating inclusive and welcoming experiences that enable everyone to discover, understand, and enjoy science.

Everything we do is guided by our **values**. We are **fun** in creating memorable experiences, **creative** in our approach to learning and engagement, **authentic** in the relationships we build and the science we share, and **caring** in our commitment to supporting our visitors, partners, communities, and each other.

Crucially, we are also supported by the people who visit us - through Gift Aid donations, venue hire, purchases in our coffee shop, and participation in our programmes. Every contribution directly helps us widen access to science for all.



Job Description.

We are looking for a Marketing Assistant

Salary: £26,500 - £28,000

Responsible to: STEM Delivery Manager

Responsible for: No direct reports

Contract: Full time, permanent

Hours: 37.5 hours per week. Part time hours will be considered

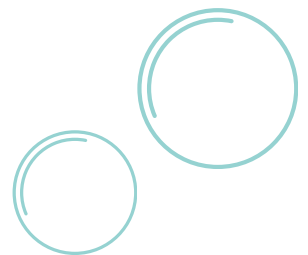
Location: Dundee Science Centre, 14 Greenmarket, Dundee, DD1 4QB.



Role Purpose

The Marketing Assistant will support Dundee Science Centre to raise its profile, engage audiences and deliver our mission of making science accessible for all.

Working with senior colleagues and teams across the organisation, the postholder will create and schedule engaging, brand-focused content for social media and digital channels. They will support marketing campaigns for visitor experiences, events, programmes and partnerships, helping to prepare promotional materials and identify new ways of connecting with audiences.



Role Purpose Cont.

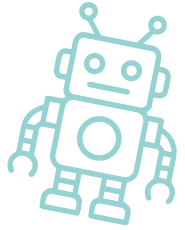
The postholder will monitor customer feedback across multiple platforms, support timely responses and identify themes to share with colleagues. They will also assist with market research, gather campaign results and contribute to reports that help us understand our audiences and improve future activity.

This role offers practical experience across content creation, social media, digital marketing, events and public relations. The postholder will receive guidance and development while contributing creative ideas, supporting colleagues and building their professional marketing skills.

This is an excellent opportunity for a recent graduate or someone beginning their marketing career who is creative, organised and keen to learn. The successful candidate will be enthusiastic about Dundee Science Centre's work and motivated to help more people and communities explore and connect with science.



Main Responsibilities



Content Creation and Social Media

- Create engaging written, graphic and video content for Dundee Science Centre's social media and digital channels.
- Maintain and schedule content across Facebook, LinkedIn, Instagram and other relevant platforms, ensuring communications remain current, consistent and aligned with the Dundee Science Centre brand.
- Work collaboratively with colleagues to generate creative ideas and gather information, images and stories from across the organisation.
- Create content that encourages audience interaction, increases Dundee Science Centre's digital reach and supports visits, bookings and participation.
- Identify emerging social media platforms, trends and opportunities to connect with new and existing audiences.
- Support the planning and delivery of social media activity for major projects, events and community engagement programmes.

Marketing Campaigns and Communications

- Support senior colleagues to develop and deliver marketing plans, campaigns, promotional materials, public relations activity and event communications.
- Coordinate paid advertising campaigns, ensuring activity supports the wider social media and marketing strategy.
- Write, prepare and distribute e-newsletters for internal and external audiences.
- Maintain the marketing content calendar, adjusting planned activity to reflect organisational priorities, audience responses and changing visitor needs.
- Support the development and delivery of practical marketing training for colleagues, volunteers and work-experience participants.



Website and Digital Marketing

- Update and optimise website content, applying basic search engine optimisation principles.
- Support pay-per-click activity where appropriate.
- Help ensure Dundee Science Centre's digital communications remain accurate, accessible and consistent with its brand and values.

Audience Engagement and Customer Care

- Monitor comments, messages, reviews and customer feedback across digital platforms.
- Support timely responses and escalate sensitive or complex enquiries when required.
- Provide visitors and stakeholders with an excellent experience and a high standard of customer care.
- Act as a positive ambassador for Dundee Science Centre, reflecting its values in all interactions with visitors, colleagues and partners.

Research, Evaluation and Reporting

- Conduct market and audience research to improve understanding of Dundee Science Centre's visitors and priority audiences.
- Gather, analyse and report on social media, website and campaign performance.
- Identify trends, insights and learning that can improve future marketing activity.
- Process marketing information and audience data responsibly, following Dundee Science Centre's data-protection and GDPR procedures.



Administration and Organisational Support

- Manage routine marketing administration, including responding to enquiries and coordinating requests from colleagues.
- Maintain accurate, accessible and well-organised digital filing systems.
- Provide flexible support across departments as required to meet business needs.
- Carry out other appropriate duties that support Dundee Science Centre's activities and organisational priorities.
- Uphold and contribute to Dundee Science Centre's Inclusion and Diversity Policy.
- Engage in training and development opportunities agreed with the line manager.
- Keep professional knowledge and skills up to date with developments in social media, digital marketing, content creation and audience engagement.



Person Specification.

Essential Skills and Attributes

- HND-level qualification in Marketing, Social Media Marketing or a related subject, or equivalent relevant experience.
- Experience of scheduling social media content and reviewing channel performance.
- Experience of graphic design, content writing, campaign delivery or presenting creative ideas. This may have been gained through education, employment, volunteering, placements or personal projects.
- Good knowledge of social media platforms and digital content creation and editing.
- Experience of creating and editing graphic or video content using tools such as Canva or Adobe Creative Cloud.
- Understanding of website content-management systems, Google Analytics, Google Search Console or digital advertising platforms.
- Experience using digital tools and platforms, or a willingness to undertake continuing professional development to strengthen digital skills.
- Experience of gathering and using audience feedback, evaluation or research to support decision-making.
- Ability to coordinate several tasks or projects simultaneously and manage workloads, priorities and deadlines effectively.
- Ability to identify challenges, use initiative and suggest practical solutions.
- Excellent written and verbal communication skills, with strong attention to detail.
- Excellent interpersonal and organisational skills.
- Ability to work collaboratively with colleagues and communicate effectively with a range of audiences.
- Proven ability to work effectively as part of a team.
- Commitment to inclusion and access for diverse audiences.



Desirable

- Experience of working in a community, education, charity or visitor-attraction setting with diverse audiences.
- Experience of working in an office environment and completing administrative tasks.
- Experience of maintaining digital filing systems, contact databases or customer relationship-management systems.
- Experience of using booking, ticketing or finance systems.
- Knowledge of data-protection and GDPR requirements in a marketing context.
- A friendly, confident and positive attitude with strong interpersonal skills.
- A flexible and proactive approach to working hours, including weekends and evenings.
- Willingness to appear in appropriate Dundee Science Centre engagement and marketing content, subject to prior agreement.
- Full, clean UK driving licence.



What Success Looks Like....

- Engaging, accessible and brand-consistent content is delivered regularly across Dundee Science Centre's digital channels.
- Marketing campaigns effectively support visitor experiences, events, programmes, partnerships, bookings and participation.
- Dundee Science Centre increases its digital reach and strengthens engagement with new and existing audiences.
- Customer comments, messages, reviews and feedback are monitored and addressed promptly and professionally.
- Website, social media and campaign data are gathered accurately and used to improve future marketing activity.
- The marketing content calendar remains current, coordinated and responsive to organisational priorities and audience needs.
- Colleagues receive reliable, creative and well-organised marketing support.
- The Marketing Assistant continues to develop their professional skills while contributing positively to Dundee Science Centre's mission, values and team culture.

This job description outlines the main responsibilities and expectations of the role at the date of preparation. It is not exhaustive and may evolve as the organisation's needs change. The post holder may be required to undertake other duties of a similar level to support Dundee Science Centre's objectives.



Employee Benefits.

In return for your dedication, enthusiasm, and commitment to our values, we offer a salary of £26,500–£28,000 and you'll receive the following benefits :

- Employer-contributory pension scheme
- 33 days Annual Leave
- Employee Assistance Programme
- Free onsite parking

How to Apply.

Please follow the link below to upload a current copy of your CV and attach a cover letter outlining why you are the perfect candidate for this role.

Marketing Assistant

If successful, you will be notified that you have been shortlisted for an interview.

Interviews will take place on 30 September 2026.

We will endeavour to reply to all applications - if numbers are high, please bear with us as we are only a wee team!



Come and Join Us!

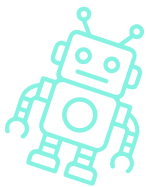
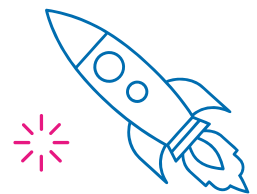
We'd love for you to join our mission of making science accessible to everyone!
Here's what some of our colleagues have to say about working at Dundee Science Centre!

"I enjoy working at the science centre as all the staff are warm and welcoming! There are always lots of fun and interesting things going on!"



"I enjoy working at DSC as I have the opportunity to meet so many new people - I love visiting schools and community events and delivering our STEM offers to local children and families. It is so lovely to see people have fun with science."

"I really enjoy working at Dundee Science Centre because the work is so varied. No two days are the same and I get to meet so many different people that it never gets boring."



"I enjoy working at DSC as I like being able to give back to the community of Dundee. I also feel very respected and valued by management, and that's a biggy for me!"

"It's great to see that the work I do has a big impact on our local community and schools, and is at the forefront of STEM engagement in Tayside."





14 Greenmarket

Dundee, DD1 4QB

staff@dundeesciencecentre.org.uk

01382 228 800

Dundeesciencecentre.org.uk



Dundee Science Centre is a visitor attraction, charity (SC033272), and lifelong learning resource for the community, here to bring together science and the public.

Registered by the Scottish Charity Regulator (OSCR).

Dundee Science Centre Enterprises Ltd is the trading company for Dundee Science Centre. Both companies are registered in Scotland with individual numbers. Dundee Science Centre: 181709; Dundee Science Centre Enterprises Ltd: 186239. VAT number: GB742903534