Role Description

Food Waste Programme Business to Business Marketing Project Manager

Role details

Title:	Food Waste Programme Business to Business Marketing Project Manager
Department:	Resource Efficiency
Role reports to:	Food Waste Communications Programme Manager

Role purpose – overview

Zero Waste Scotland exists to create a society where resources are valued and nothing is wasted. We're funded to support delivery of the Scottish Government's circular economy strategy and the European Circular Economy Stakeholder Platform. Our goal is to help Scotland reap the environmental, economic and social benefits of making best use of the world's limited natural resources.

Our mission is to influence and enable change – from gathering evidence and informing policy, to motivating practical behaviour change in individuals and organisations through our programmes and brands. We also make direct interventions to affect change, commonly in the form of finance, business support, technical advice, training and competence development or communications support.

Underpinning this is a commitment to partnership working. We work strategically with key partners, including SEPA, the Enterprise Agencies, Scottish Futures Trust, Skills Development Scotland and others to deliver our programme of work.

The post holder will play an integral role in ensuring Zero Waste Scotland's products and services are marketed effectively to those who can benefit from them, driven by the needs of the audience, as well as ensuring appropriate opportunities for raising our corporate profile.

The Business to Business Marketing Project Manager will develop, implement and measure integrated marketing strategies to deliver Scotland's innovative Food Waste Reduction Action Plan; reaching, influencing and engaging with organisations and stakeholders in the public, private and third sectors. This work will encompass a number of channels, including partnerships, events, publications, digital marketing and marketing collateral.

Core accountabilities

- Plans individual varied projects including setting timescales and project requirements in consultation with others and within prescribed requirements.

- Responsible for managing a range of projects that contribute to programme targets, including co-ordinating input from others as required, establishing specific targets and milestones, monitoring and reviewing progress
- Identifies opportunities to enhance delivery of Zero Waste Scotland's objectives and mobilises appropriate responses
- Supervises within the relevant processes, all aspects of project development, scope, goals, tender assessment processes, execution, deliverables, meetings, project related events, information systems, budgets, reporting, closure and archiving.
- Works co-operatively within project teams, and with other programmes on related activities as directed by line manager or Head of Department
- Manages contracts and relationships with project partners, liaising with external stakeholders as required to deliver successful project outcomes.
- Accountable for the management of external suppliers in ways which ensure that the support provided is appropriate, up to date, consistent with Zero Waste Scotland's policies and good practice, and delivered within agreed timescales and budget
- Provides advice to others as part of project teams and supports delivery of training.
- Provides project-specific advice to customers.
- Attends events and contributes to conferences, seminars, information events, workshops, reports and publications as required
- Anticipates, identifies and manages project-level risks and escalates risks where required
- Ensures all work is delivered in line with agreed standards for quality and consistency and defines and champions good performance
- Responsible for managing project spend to agreed parameters. Provides information to assist with financial forecasting and profiling. Financial authority as per scheme of delegation.
- Provides peer support to Project Officers
- Gathers and manages data and evidence relating to projects; to identify opportunities and risks, and to support evaluation of activities; and inputs this information to Zero Waste Scotland's reporting processes, sharing it with the line manager and other colleagues as requested
- Develops skills and expertise in disciplines relevant to the role, keeping abreast of new developments and bringing these to the attention of colleagues
- Maintains good level of professional awareness and knowledge of technical and policy developments relevant to Zero Waste Scotland, sharing insights with peers and seeking to apply these insights in practice to increase the effectiveness and impact of projects, and to the benefit of Zero Waste Scotland's overall strategy.

  Ensures all work is carried out in line with the aims and objectives of Zero Waste Scotland and are in line with the principles and operating parameters of the organisation.

Specific accountabilities

- Lead the delivery of business-to-business (B2B) marketing projects that support Zero Waste Scotland's programme and business objectives, and Scotland's Food Waste Reduction Action Plan.

- Deliver campaign-based marketing activities to increase brand awareness and uptake of key products and services.
- Develop the market's awareness of and engagement with the programme to reduce food waste.
- Liaise with Zero Waste Scotland's Programme and Communications and Engagement Teams to ensure visibility of marketing projects and to manage demand and workload effectively. Where appropriate be proactive in managing demand by maintaining relationships with external stakeholders.
- Develop, maintain and utilise systems to support B2B marketing activities, including marketing lists, customer contact data, and using the CMS system for web content management.
- Develop and deliver research projects that are required to support development and execution of B2B marketing strategies with wider organisation support.
- Work with others in the communications team to ensure profile-raising opportunities, including those to position Zero Waste Scotland as thought-leaders on food waste and key issues are maximised.
- Identify opportunities for collaboration and cross-promotion in the development and delivery of projects.
- Accountable for the management of external suppliers in ways which ensure that the support provided is appropriate, up to date, consistent with Zero Waste Scotland's policies and good practice, and delivered within agreed timescales and budget.
- Attends events and contributes to conferences, seminars, information events, workshops, reports and publications as required.

Core organisation competencies

Adaptable to change: Responds and behaves positively to change, identifies and acts upon new opportunities.
Building relationships: Proactively develops internal and external relationships acting as an advocate and generating momentum for achieving Zero Waste Scotland's goals
Personal commitment: Demonstrates commitment, energy and enthusiasm for achieving challenging goals.
Teamwork: Encourages and develops cross-functional working and builds teams based on results to be achieved.

Role Description

Food Waste Programme Business to Business Marketing Project Manager

Specific competencies

Achieving Targets	Analysis & Decision Making
Quality Focus	Planning and Organising
Achieving Impact	Influencing & Negotiating

Organisation Culture and Values

Pioneering Seeking out and responding to new solutions, showing an appetite for new ideas, being bold and challenging the status quo, challenging ourselves to improve
Collaborative Partnering with others (internally and externally) to deliver our vision, respecting abilities and opinions, creating teams, internally and externally, which bring together the best resources, understanding the most effective role we, and others, can play to achieve success, using our knowledge to create persuasive and convincing calls to action for others to follow
Focused Intentionally choosing the right things - selecting initiatives and activities which have the greatest impact, learning from our experiences and mistakes to improve future activities, gathering feedback on how we are reaching our goals and using this to inform our actions, leveraging our knowledge to make a difference, using analysis and insights to make decisions, take action, engage others and provide solutions, engaging others and providing solutions
Authentic Being true to ourselves, leading by example through our own behaviours and corporate actions and policies communicating with honesty and openness, holding ourselves and others to account regardless of hierarchy, committing to professionalism and high standards

Job essentials

- Educated to degree level or experience in a relevant discipline.
- If no relevant degree/professional qualification, then must be able to demonstrate relevant specialist experience and an ability to transfer that knowledge to others.
- Significant experience of project management within a marketing / communications remit.
- Proven experience of delivering marketing / communications projects which demonstrate capabilities across full suite of communications disciplines (market research, campaign development, brand

ambassadorship, event management, direct marketing, etc.), including ability to demonstrate previous success in driving uptake of products and services.

- Demonstrable experience of stakeholder engagement within a communications setting.
- Evidence of working with and influencing a wide range of stakeholders to deliver outcomes.
- Experience in the use of IT systems for administration and management (e.g. MS Office, Project Management, CRM Systems.
- Competent in the use of digital marketing systems (e.g. Google Analytics, Google AdWords, E-marketing systems, website management).
- Demonstrable understanding of PR value and news-sense.
- Strong organisational skills with experience of developing and implementing project plans successfully.
- Excellent verbal and written communication skills.
- Ability to work on own initiative and be flexible in order to respond to the changing project priorities
- Willingness and ability to occasionally spend short periods of time away from home to attend meetings and events.

Desirable Experience

- Experience of marketing, PR and other communications techniques to influence behavioural change.
- Broad knowledge of the circular economy, waste and recycling trends, resource efficiency and environmental issues.
- Experience of managing contracts and external contractors to deliver services.
- Experience and knowledge of Scotland's Food and Drinks sector.

Role dimensions

Management impact	• Indirect management of others e.g. contractors

	• No line management responsibility