VACANCY IN WEB AND SOCIAL MEDIA

Digital and Social Media Manager
Grade 4

Fixed term for 12 months

Ref: 587113

Working Pattern: Full time
Preferred start date: September 2017 (TBC)

Closing date: 24 July 2017

About the Post

This post is part of the Web and Social Media Team, which is part of the Research, Communications and Public Engagement group. With overall editorial control of the Parliament’s online channels, the team manages and develops digital content and is responsible for taking forward the strategy and operational plans for the website and agreed social media platforms. This includes digital marketing, monitoring, analytics and reporting, and the provision of expert advice, guidance and support to content editors throughout the organisation.

We are looking for an experienced creative individual with an excellent awareness of current developments in the digital and social landscapes, and a proven track record in managing and developing engaging online content. The successful candidate will join the team at an exciting time, as we seek to develop our online channels to meet the Parliament’s online and public engagement strategies. We wish to put users at the centre of our journey, exploiting digital technologies to raise awareness of and facilitate meaningful engagement with the work of the Parliament.

The team has a number of key priorities for the next 12 month, which this post has a key role in helping deliver. These include developing audience focussed content strategies for each of our online channels, working with other offices to put in place more efficient processes for delivering these, and embedding effective ongoing working relationships. We aim to produce more user focussed content and deliver more targeted and effective engagement campaigns; improving our digital marketing and horizon scanning function are key parts of this. There will also be a particular emphasis on working with committees and building capacity in the team for effective use of digital consultation tools to support issues based public participation.

Duties

As well as contributing to the day-to-day running and development of the Parliament’s website and social media channels, you will be responsible for developing and implementing content strategies for our online channels based on audience insight, producing high quality and well planned content, and for providing
expert advice and guidance to other staff. You will also be responsible for working with other offices on the planning, delivery and reporting on digital engagement and marketing campaigns to support public engagement. In addition you will be expected to contribute to specific projects and workstreams coming out of the Parliament’s digital programme.

**Skills, Knowledge and Experience Required**

You will be an enthusiastic, highly motivated individual with substantial experience of web content management and using social media to engage with targeted user groups, data analysis and reporting. You will also have excellent communication skills, a flexible approach to work and the ability to work efficiently under time pressures.

You must be able to provide evidence to demonstrate the following:

**Skills, Knowledge and Experience Required**

**Web and social media**

- A creative and strategic mind with a passion for using social media to engage with targeted user groups;
- Excellent awareness of current developments in the digital and social landscapes;
- Understanding of the role social media plays in crisis communications and reputation management;
- Experience of creating and using video content on social media;
- Experience of delivering tools and content for use on mobile devices;
- Delivering innovative and user-focussed services and functionality;

**Content management**

- Proven ability to plan and create impactful content in a range of web and social media channels;
- Developing and implementing a content strategy for an organisation, cutting across all its channels;
- Editorial planning (including commissioning, curating and editing content in multiple formats from other providers);
- Sharp eye for detail and excellent proof reading skills;
- Knowledge of, and practical experience of applying, web standards including accessibility and metadata;

**Digital Marketing, Search Engine Optimisation and Analytics**

- Experience in developing and running effective digital marketing and/or engagement campaigns;
- Analytics and reporting, using both quantitative and qualitative data to measure effectiveness and to inform planning and decision making;
• Engaging with and building online audiences via SEO (search engine optimisation) and targeted marketing;

Teamwork and collaboration

• Strong interpersonal skills and ability to build relationships and influence colleagues and stakeholders both online and offline;
• Practical project management experience, and ability to develop and implement integrated communications plans;
• The ability to contribute positively to the work of the team and ability to work flexibly and responsively in a fast-paced changing environment;
• Ability to plan and prioritise workload, delivering focussed outputs under pressure;
• Experience of supervising and managing the work of colleagues (post-holder may be required to line manage team members so formal line management experience is desirable);

Parliamentary and political awareness

• A good understanding of the work of the Scottish Parliament and the political landscape in which we operate;
• Ability to apply political judgement when planning and creating online copy