Web and Online Officer

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.

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 providing expert advice and guidance to other staff on producing high quality online content, and training and support in the best use of our systems and tools. You will also be responsible for working with other offices on the planning, delivery and reporting on specific digital campaigns to support public engagement and raise awareness of the Parliament’s work and functions.

Reporting to a Digital Content and Social Media Manager, your duties will include:

- producing and posting high quality online content to our website and social media channels;
- monitoring social media activity, working with other offices to agree timely and appropriate responses;
- providing guidance, support and training to web content editors in the use of the content management system (OpenText) and drafting good web content;
- providing guidance, support and training to social media users on the best use of our channels and tools;
- contributing to the development of a new web presence for the Parliament by taking part in a number of workstreams. This may involve being seconded part time to the web project team;
- planning, delivering and reporting on specific digital campaigns to support outreach, events and parliamentary business;
- measuring and evaluating the effectiveness of our campaigns and regular digital activity, using available analytics packages;
- Working with other offices to develop and promote high-quality digital products that meet the needs of our target audiences.
Skills, Knowledge and Experience Required

You will be an enthusiastic, highly motivated individual with substantial experience of web content editing and using social media to engage with targeted user groups, and 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:

High quality service
- experience of creating and publishing web content using a content management system and a good understanding of best practice in writing for the web (including usability and accessibility);
- experience of developing standards and guidance.

Improvement, innovation and change
- an excellent understanding of social media and proven experience of producing innovative and engaging online content in a variety of formats (such as infographics, animations, podcasts or video);
- experience of developing, managing and evaluating strategies and campaigns using social media;
- experience in data analysis and reporting.

Communication
- excellent communication skills;
- experience of delivering training and providing specialist advice and support.

Teamwork and collaboration
- excellent team working skills;
- ability to work flexibly and responsively in a fast-paced changing environment;
- ability to work with colleagues on projects.

Parliamentary and political awareness
- good parliamentary and political awareness;
- an understanding of how this would need to be applied when planning and delivering products and services.
Application process

To apply, please provide:

- your CV (maximum of two sides of A4) setting out your relevant career history, responsibilities and key achievements and;
- a supporting statement on why you have applied and what interests you, demonstrating why you consider you are suitable for the role, having regard to the skills, knowledge and experience requirements for the role, as detailed above. This should be no more than two sides of A4.

Please send this and our completed Equal Opportunities Monitoring form to jobs@parliament.scot by 5pm, Thursday 20 June 2019.

Applications from Gaelic speakers are welcome. Cuirear fàilte air tagraidhean bho luchd-labhairt na Gàidhlig

If you don’t receive an automated acknowledgement within 24 hours of submitting your application, please contact us.

Disability

We guarantee to interview any disabled applicants who meet the essential requirements for the job they’ve applied for. The essential requirements for this job are described under the section “Skills, Knowledge and Experience Required”. This means that if you meet any qualification or experience criteria that we have set, and are assessed as providing “acceptable” evidence of the skills and qualities asked for we will automatically invite you to interview.

If you have a disability and would like to talk to us about any aspects of this job please get in touch.

Benefits

We offer a great range of benefits including 41.5 days’ leave (including public holidays), the opportunity to join the Civil Service pension arrangement and flexible working arrangements and family-friendly policies.
Salary

The salary range for this post is shown below:

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<thead>
<tr>
<th>Minimum</th>
<th>Year 1</th>
<th>Year 2 (max)</th>
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<tbody>
<tr>
<td>£26,395</td>
<td>£29,241</td>
<td>£32,724</td>
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If you are successful, you will normally be offered a starting salary at the minimum of the applicable grade range shown below. You will progress at the rate of one scale point per year provided you are performing your duties to the required standard. Your progression date will be the anniversary of taking up the appointment in the grade. You will be paid monthly in arrears by Bank Credit Transfer directly into your bank or building society account on the last banking day of the month.

General Data Protection Regulation

For further details on how we will process your personal data please refer to HR Workers Privacy Notice