

<b>Job Description</b>	
<b>Job Title:</b>	Digital communications officer
<b>Location/Based:</b>	Musselburgh with occasional travel to other locations in the UK
<b>Reports To:</b>	Head of Communications
<b>Staff Responsibility:</b>	None
<b>General Overview of the position:</b>	<p>Digital channels are crucial to SLE reaching a broader audience with its messages, engaging in debates of interest and understanding the environment in which it operates.</p> <p>The post holder will be responsible for creating and sustaining a strong SLE presence on various digital channels, to build profile and advocacy for the organisation and its members, and to mitigate reputation threats.</p>
<b>Main duties and responsibilities:</b>	<p>Identify promotional and community building opportunities, and use these to further SLE's messages</p> <p>Produce written and visual social media content, including post text, photos, videos and graphics to ensure a continuous stream of high-quality material</p> <p>Actively seek and maintain relationships with appropriate profiles online</p> <p>Liaise with partner and stakeholder organisations on opportunities for joint activities or on handling issues of mutual interest</p> <p>Produce content and campaign plans across multiple channels in collaboration with team colleagues</p> <p>Create and use a community management guide to handle positive/negative comments and questions via social channels</p> <p>Monitor social media and key online outlets (excluding media) for relevant content and opportunities, providing a weekly briefing to colleagues on key issues</p> <p>Create or repurpose content to ensure that the SLE website is kept up to date and has a regular supply for fresh content</p> <p>Working in partnership with the web development supplier, identify and implement opportunities to improve SLE's SEO practice</p> <p>Plan and deliver paid-for campaigns</p>
<b>Other Duties</b>	<p>Identify measurable objectives and report on progress towards these, in agreement with senior colleagues</p> <p>Support other members of the communications and marketing team as required, especially during busy periods or absences</p> <p>Build capabilities within the rest of the team through sharing best practice and development skills</p> <p>Carry out any other activity as required to support SLE's communications strategy as appropriate to a role of this level and scope</p>
<b>Key Contacts</b>	<p>Communications and marketing team colleagues</p> <p>Regional support officers</p> <p>Executive Director</p> <p>Policy Team</p> <p>Meat of Business/Membership Co-ordinator</p> <p>Retained communications agencies</p>

<b>Person Specification</b>		
<b>Job Title</b>	<b>Digital communications officer</b>	
<b>Date Created</b>	August 2018	
	<b>Essential</b>	<b>Desirable</b>
<b>Education/Qualifications:</b>		Degree qualification in a relevant discipline, e.g. communications
<b>Experience:</b>	<p>Three years' strong, recent experience of sourcing, creating and promoting social media and web content</p> <p>Experience of devising and delivering digital strategy</p> <p>A demonstrable track record of improving an organisation's use of social media channels, especially Twitter, Facebook and YouTube</p> <p>Experience of collating and presenting performance metrics for social/web, including Google Analytics</p>	Experience of working in a membership organisation
<b>Skills/Knowledge:</b>	<p>Ability to create and deliver written content plans</p> <p>Ability to manage campaigns across a range of channels</p> <p>Excellent writing skills for social/web, including accuracy and attention to detail</p> <p>Ability to recommend effective uses of new or existing tools to improve SLE's digital presence</p> <p>Basic photographer and photo-editing skills</p> <p>Basic filming and film-editing skills</p> <p>Basic budget and project management skills for delivering paid-for campaigns</p> <p>Solid knowledge of Google Analytics, Google Adwords, PPC and SEO</p> <p>Solid grasp of Microsoft Office applications, particularly Outlook, Word, Excel and Powerpoint</p>	<p>A good understanding of SLE and its operating environment</p> <p>Intermediate/advanced photography and photo-editing skills</p> <p>Advanced filming and film-editing skills</p>

<b>Aptitudes/Attributes</b>	Motivated, proactive and enthusiastic  Creativity  Tact and diplomacy for handling external enquiries on social  Willingness to be contactable occasionally to provide support for out-of-hours issues	
<b>Other Job Requirements:</b>		