

Person Specification		
	Essential	Desirable
Education/Qualifications:	Qualification or formal training in communications, marketing, digital media, or related field.	Evidence of continuous professional development in digital marketing or communications. Experience in a communications related role. Experience in an editorial or publications related role. Experience of producing digital and social media content.
Experience:	Experience creating written content for a range of audiences, gained through employment, internships, volunteering, student projects or extracurricular activities. Experience producing written and visual content across multiple digital channels (social media, websites, newsletters). Experience using social media platforms in a professional, voluntary or educational setting. Experience managing multiple tasks and meeting deadlines in a fast-paced environment.	Experience writing, editing or proofreading content such as newsletters, websites, blogs, articles or social media posts. Experience working with external designers or suppliers. Experience in event marketing and promotion. Experience producing podcasts or other audio-visual content. Experience of working collaboratively. Experience of social media campaigns. Experience in SEO and website optimisation practices.

Skills/Knowledge:	Excellent writing and editing skills with attention to accuracy and clarity. Knowledge of digital marketing strategies and analytics. Understanding of brand management and tone of voice consistency. Proficient in use of various social media platforms. Demonstrable ability to organise, manage a diverse workload and work to tight deadlines. Excellent communications skills, including ability to engage with a wide range of people and deliver high quality written material.	Knowledge of rural Scotland. Management of social media platforms, including content creation, video editing, copywriting and scheduling posts. An understanding of current social media trends and audience engagement. Ability to create graphics, photos, and videos for digital use. Proficiency with tools such as Canva, Adobe Creative Suite, Mailchimp, Survey Monkey, Sharepoint, Office package or equivalent. Experience of podcast production and promotion.
Aptitudes/Attributes	A proactive individual who is confident planning ahead, managing deadlines and helping to coordinate workloads, given the number of competing and changing priorities within SLE. Ability to work flexibly and with enthusiasm. Ability to work on own initiative and as part of a team.	

	Ability to manage priorities in a pressured working environment and working to deadlines. Willingness to work occasional evenings or weekends, for which time off will be given in lieu. A proactive approach to problem solving. Professional approach to carry out the role.	
Other Job Requirements:		Full driving licence and access to car.