

JOB TITLE Senior Digital and Communications Officer

REPORTING TO Communications & Public Affairs Manager

MAIN PURPOSE

To develop YouthLink Scotland's digital and communications strategy, to deliver a diverse range of digital communication channels and projects and to support the organisations digital evolution strategy to embed digital across the organisation and make the most of new technologies to support business needs and goals.

KEY RESULT AREAS

- To **create and implement** a digital and communication's strategy for YouthLink Scotland and to support internal programmes with creating and implementing their own digital and communication strategies. To include promoting cross-organisational priorities, in line with YouthLink Scotland's strategic plan.
- To **provide strategic and operational guidance** in the development of YouthLink Scotland's digital channels, including stakeholder liaison and project support.
- To **contribute to the operational management** of all digital projects and communication channels including websites, content management systems, social media channels - ensuring quality of content, brand and messaging.
- To **support day-to-day running and development** of YouthLink Scotland's websites and social media channels, including digital marketing and promotion.
- To **work closely with national projects** supported by YouthLink Scotland to support the **day-to-day running and development** of websites and social media channels.
- To **provide technical knowledge and support** to enable YouthLink Scotland to maintain and improve its digital footprint and communications infrastructure.
- To **provide training, advice and support** to all staff engaged in creating digital content, across YouthLink Scotland's main channels and project partners. As well, as provide training, advice and support to the wider staff team to **develop digital skills** across the organisation.
- To **provide key performance reporting** of all digital channels and **effectively communicate their impact** on YouthLink Scotland and project strategic outcomes.
- To **identify emerging technologies and new digital partnerships** that support the enhancement and achievement of strategic objectives, providing advice and guidance on these to the Senior Management Team.
- To **support organisational compliance** with legal and ethical frameworks around information and technology such as: GDPR, accessibility policies and guidance frameworks, the Digitally Agile National Principles, the Digital Participation Charter, 5Rights and Investors in Diversity.

- To **drive forward and develop the Digital Evolution Strategy** to ensure YouthLink Scotland makes the most of advances and changes in technology to offer the best possible service to its members and partners.
- To **line manage and support the Design and Multimedia Officer** in their work to ensure YouthLink Scotland's design work is consistent across the organisation.
- To **manage and support requests for help with ICT** across the organisation, including liaising with the external ICT support providers.
- To contribute to the overall **strategic and business development** of YouthLink Scotland.
- To **work collaboratively with partners and other YouthLink Scotland staff** across the organisation in order to deliver effective and integrated services.
- To **represent the organisation** in key meetings and networks with members, key stakeholder and external partners and other duties as delegated by the Senior Management Team.

Knowledge

- Understanding of current digital technology platforms and tools.
- Understanding of media, marketing, publications and communications.
- Understanding of a range of information and content management systems and databases.
- Understanding of a range of software programmes and computer based systems, including Basecamp, Umbraco and Google Analytics.
- Understanding of digital evolution / transformation and how to support change across an organisation.
- Understanding of risks, safeguarding and ethical issues of working with young people on digital channels
- Awareness of a range of programming languages.
- Awareness of the voluntary/charitable sector.

Skills

- Project management and delivery.
- Digital and communication skills.
- Computing and information management skills.
- Interpersonal skills.
- Stakeholder Engagement.
- Providing training (externally and internally).
- Written, copywriting, oral and digital communication skills.
- Information, report writing and analytical skills.

Experience

- Project managing digital projects and communication channels and implementing strategy.
- Line management.
- Online information and communication tools such as social networking, video streaming, webinars.

- Creating a range of content including content for Facebook, Instagram and Twitter and writing blogs.
- Innovative practice in the use of digital media.
- Experience of working with information systems, databases and websites.
- Face-to-face work with partners.
- Managing change across an organisation.
- Work at national or local level in project delivery.
- Working with multiple stakeholders on projects.

Qualifications

- Degree Level in relevant discipline (e.g. Digital Marketing, Systems Change, ICT, Computer Science; Communications, Media).

TERMS AND CONDITIONS

This is a temporary and pensionable post. The salary is £32,836 per annum dependent on experience. The post will be based at the YouthLink Scotland offices in Edinburgh at Haymarket. YouthLink Scotland's standard terms and conditions of employment will apply.