

JOB DESCRIPTION

POST	Digital Communications Co-ordinator
REPORTS TO	Communications Manager
PURPOSE OF THE POST	Create and deliver a variety of content across digital platforms, working to engage with new and current supporters of Scottish Bible Society. Help to spread the Word of God through innovative, Bible driven digital campaigns and content.
PERSON SPECIFICATION	<p>Creative and passionate about communicating a message to target audiences, you will have experience in digital communications, preferably for a charity. You will enjoy playing an active and supportive role in a new and dynamic communications team and will have exceptional interpersonal skills to work in an agile team environment</p> <p>Faith requirement – this role requires an understanding of the different Christian communities in Scotland in order to apply this to writing and editing biblical copy and Christian content for our key audience. You will also respect the Society’s Christian ethos and team-working values.</p>
FAITH REQUIREMENT	An occupational requirement exists for the post-holder to be a practising Christian in accordance with the Equality Act 2010. This role also requires an understanding of the different Christian communities in Scotland in order to apply this to writing and editing biblical copy and Christian content for our key audience. You will respect the Society’s Christian ethos and team-working values.

SUMMARY OF THE ESSENTIAL DUTIES AND RESPONSIBILITIES OF THE POST

- Support the Communications Manager in the design and dissemination of compelling, targeted content (including images, video and infographics) for social media, website and other digital channels, gathering stories and news from teams across the organisation
- Consolidate and develop our social media presence, increasing meaningful engagement, measuring outcomes and ensuring a balance across the whole organisation
- Explore and develop new opportunities for increasing our online presence and sharing digital content, trialling new approaches and platforms, and gathering evidence of effectiveness

- Monitor and evaluate digital activity, including social media, website insights and analytics, and email marketing, providing regular reports and suggestions to improve our digital presence and effectiveness.
- Work effectively with colleagues across the organisation to ensure active engagement with and support for communications and campaigns.
- Support the Communications Manager in the upkeep and development of Scottish Bible Society’s websites, creating and editing content provided by teams across the organisation.
- Support the Communications Manager with online campaigns by designing social media posts and strategies
- Fulfil additional design and communications duties to support the ongoing work of the communications team and organisation. This may require occasional travel across Scotland and evening work, for which time off in lieu will be given in agreement with your line manager

SKILLS, KNOWLEDGE AND EXPERIENCE

ESSENTIAL	DESIRABLE
WEB	
<ul style="list-style-type: none"> • Experience updating websites using a Content Management System (CMS) • Planning, researching and developing engaging content for use online • Experience of creating and managing online marketing campaigns • Web analytical skills (e.g. Compiling reports from Google Analytics) 	<ul style="list-style-type: none"> • Experience of WordPress CMS • Experience of web page builders (e.g. Elementor, Beaver Builder) • Experience in setting up website tracking, integration with Google Analytics or similar
SOCIAL MEDIA	
<ul style="list-style-type: none"> • Planning, drafting and publishing engaging-posts on social media • Tracking engagement and acting on insights • Experience of creating campaigns in Facebook Ads • Understanding of different audiences on and purposes of different social platforms 	<ul style="list-style-type: none"> • Experience in creating and tracking audience behaviours to inform campaign planning • Genuine interest in social trends and developments, and willingness to contribute ideas to how the organisation develops its presence online
EMAIL	
<ul style="list-style-type: none"> • Ability to create, implement and manage email campaigns • Ability to analyse results of email campaigns and act on insights 	<ul style="list-style-type: none"> • Experience of Mailchimp • Knowledge of A/B testing, email marketing funnel best practice • Knowledge of segmentation and automation processes

SKILLS, KNOWLEDGE AND EXPERIENCE (CONTINUED)

ESSENTIAL	DESIRABLE
TEAMWORK	
<ul style="list-style-type: none"> • Applying the SBS Values to your role • Experience of working in a team 	<ul style="list-style-type: none"> • Experience of working in the charity sector • Understanding of different Christian communities in Scotland • Knowledge of working with agencies and managing suppliers • Experience of working in partnership with other organisations and churches
GENERAL SKILLS	
<ul style="list-style-type: none"> • Creativity in creating and developing content that appeals to a variety of target audiences • Experience in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. • Eye for detail in keeping to and making the most of brand guidelines 	<ul style="list-style-type: none"> • Basic understanding of marketing principles and techniques • Basic understanding and knowledge of online fundraising principles • Experience in Adobe Premiere, Audition, After Effects or similar

WORKING WITH THE TEAM

- Applying the SBS values to your role in order to achieve the SBS mission and build relationships with colleagues
- Assisting the Communications Manager with assigned tasks and supporting the overall team
- Working collaboratively by instigating and participating in project meetings within the department and across other departments.
- Participating in weekly staff meetings that include Bible study and providing updates on your work.
- Develop positive working relationships with your colleagues to work collaboratively to achieve the SBS mission.
- Develop and maintain positive working relationships with external customers, including: agencies, suppliers, advertisers, collaboration with other Christian organisations.
- Be ready to talk about your work to an internal and external audience, including: staff meetings, Senior Staff Team meetings, Board meetings, SBS and UBS events.
- Support and deputise for the Communications Manager as and when required

SCOTTISH BIBLE SOCIETY VALUES

All staff commit to the following values as a staff team and encourage these in our volunteers:

Mission focussed | Bible-centred | Team orientated | Innovative and professional

Please refer to the SBS Values document for a full description.