

**Job Description**

**Early Years Digital Content Co-ordinator**

Grade: 3 (£21,500 - £25,999) Full time

**Job Summary**

Scottish Book Trust’s Early Years programme delivers Bookbug, Scotland’s national book gifting programme, providing a free, high quality, book bag for every baby, toddler, three-year-old and primary 1 child in the country. Bookbug training is delivered on a national scale, enabling practitioners to deliver public Bookbug Sessions and to work in a targeted way with families who need the most support to access the benefits of book sharing and singing.

An important function of the team is the direct relationship with parents and practitioners through web and social media content, and other digital media. The Early Years Digital Content Co-ordinator will provide reliable and efficient support to the Early Years team as well as closely liaising with the Marketing team.

The Early Years Digital Content Co-ordinator is line managed by the Early Years Communications and Events Manager.

**Key Responsibilities**

* Copywriting and editing content for a variety of different audiences across various platforms, e.g.: booklists, articles
* Developing Early Years digital content (including writing/editing copy and making updates) with input from the team, and acting as digital liaison with the Marketing team
* Managing Early Years social media presence and social networking, including supporting partner organisations with advocacy work
* Responding to Bookbug enquiries through social media accounts
* Working with the Digital Marketing Manager to grow the Early Years reach and engagement on social media channels, adjusting and evaluating the performance of social media campaigns and researching new platforms
* Developing and directing Early Years video content and assisting with post production and editing of all videography including captioning & credits
* Organising filming schedule to prioritise filming needs across the Early Years team.
* Ensuring all our Early Years content is accessible and inclusive.
* Managing budget for Early Years filming and social media.
* Managing monthly competitions and additional competitions and prize-draws throughout the year e.g. for Bookbug Week and Book Week Scotland
* Using analytics to evaluate digital strategies and create reports
* Attend Bookbug events to generate live social media content
* Collating Early Years updates for Scottish Book Trust Staff Newsletter

**Knowledge, skills and experience**

* Up to date knowledge of children’s literature and early years practice
* An excellent writer and editor with the ability to adapt writing styles for different platforms and audiences
* Ability to generate and present fresh ideas for web content
* Strong project management skills: ability to juggle multiple projects, organise and prioritise, and respond quickly to changes
* Excellent digital social networking skills and ability to evaluate and analyse results
* Experience of scheduling and updating web content.
* Demonstrable experience of creating and editing content for websites using a CMS
* Experience of organising filming and editing footage
* Excellent IT skills including confidence in the use of Microsoft Office, video editing software (Da Vinci or equivalent) and familiarity with databases and information management
* Knowledge of digital accessibility
* Experience of building and maintaining internal and external relationships
* Ability to work in a team-focused, deadline-driven environment whilst also being able to self-motivate

**Other information**

The post is based at Scottish Book Trust offices in Edinburgh – the role will be working remotely during current restrictions.

The post may involve working with young people, therefore appointment to the post will be conditional upon securing a satisfactory PVG check.