

COMMUNICATIONS GROUP

Digital Content Coordinator

(Band C, full-time (37.5 hours – though part time hours of 30/week may be considered, as may a job share)), permanent)

Purpose

The Digital Content Coordinator will play a key role in creating and delivering engaging and inspiring content across the full range of Cairngorms National Park and Park Authority digital channels. This post will ensure our digital presence supports and enhances our organisational priorities and delivers our key messages effectively. The successful applicant will also support the Digital Campaigns Officer in shaping our overall digital content strategy.

The post holder will be creative and able to identify, create and adapt digital content using a range of techniques, across channels including our website, social media and e-newsletters.

Responsibilities

- Assist the Digital Campaigns Officer and colleagues across the Communications and Engagement department to develop and deliver an annual digital content strategy, informed by a clear understanding of our target audiences.
- Design and develop engaging visual content (including infographics, photography and video) for a range of different audiences and channels, including social media, the Cairngorms National Park and partner websites, digital publications etc.
- Lead on day-to-day social media engagement and community management, posting regular content in line with organisational key messages, responding (where appropriate) to user comments, and escalating any contentious issues that may arise.
- Build relationships with other departments and partner organisations to ensure a regular stream of engaging and relevant content from across the National Park.
- Work with the Digital Campaigns Officer to produce a set of design templates for Cairngorms National Park and Park Authority content, and provide training and guidance to help colleagues use them effectively.
- Evaluate the performance of existing content and adapt our approach where required, spotting opportunities for content to have another life on different communications channels.
- Assist the Press Officer in coordinating content and design for a range of National Park and Park Authority e-newsletters, including for residents, visitors, staff and local businesses.
- Support the Digital Communications Officer and Digital Campaigns Officer to develop and update content on the Cairngorms National Park website

General

- Contribute to the work of the Communications and Engagement team and CNPA as a whole to ensure compliance with financial procedures.
- Contribute to the delivery of the National Park Partnership Plan and Gaelic Language Plan.
- Conduct other work as necessary. All post holders are required to be flexible with regards their job description so that the organisation can adapt to new opportunities and priorities over time

Person Specification - Knowledge, experience and training

ESSENTIAL

- Experience of delivering digital marketing materials/campaigns tailored to specific audiences
- Sound understanding of social media channels and awareness of emerging technologies
- Knowledge of photo-editing/graphic manipulation software
- Familiarity with social media management tools (preferably Hootsuite), content management systems (preferably Wordpress) and e-newsletter software
- Strong communication skills, both presentation and written
- Good team player
- Initiative, vision and drive to develop the role, and ability to take a test and learn approach

DESIRABLE

- Degree or equivalent qualification in digital communications, design, marketing or related discipline
- Knowledge of working in partnership with private and public sector partners/communities
- Awareness of the pressures and constraints of work in the public sector
- Understanding of issues relating to the Cairngorms National Park
- Knowledge of the Gaelic Language would be an advantage
- Full UK driving licence, or access to a driver if disability prevents driving

March 2021