Digital Content Assistant

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| **Salary JFC1** | £18,862 £20,611 |
| **Location** | Working at home until further notices. Blended working from home and in office (Edinburgh) from autumn 2021 (TBC). |
| **Directorate:** | Inform Directorate |
| **Term:**) | Fixed term initially 31st March 2022 (may be extended subject to funding |
| **Hours** | Full-time (Monday-Friday, 35 hours per week, including occasional weekend working) – look at our website for flexible working options that you might request. |
| **Line Manager** | Digital Content Editor |

The role

Our Digital Content Assistant will support the Digital Content Editor to enhance Young Scot’s digital information and social media services through the development of video, audio and social media information content. Your work will help to ensure that young people across Scotland have access to the best, accurate, most relevant and timely information they need to make informed decisions and fulfil their potential. 

You will work alongside colleagues in the digital information team and together will create and optimise content for a range of channels, including young.scot, TikTok, Instagram, YouTube, Snapchat and Facebook.

What you’ll be doing from day-to-day

* Developing accurate, relevant and quality-assured information content for young people in a variety of formats.
* Storyboarding, planning, scripting, recording and editing of video and audio content, including supporting the development of a podcast and conducting interviews with young people and stakeholders.
* Working collaboratively with the Digital Content Editor to visually communicate key information messages via Young Scot digital and social platforms.
* Planning and scheduling content across a range of social media channels.
* Supporting delivery of information campaigns with stakeholders and partners, helping to identify and create successful ways to communicate key messages to young people.
* Supporting the production of content by young people and volunteers.
* Researching and developing current youth trends and potential new digital channels for Young Scot services.
* Responding to enquiries through social media channels and InfoLine.
* Other relevant duties to support the Digital Content Editor.

A great candidate will have a mix of these skills and experiences:

* Experience of creating content for social media and/or websites for an organisation, brand or personal blog or account.
* Experience of producing and editing video and audio content, for live streaming, illustration and/or animation.
* Experience of creating written content for an organisation or brand.
* An understanding of social media platforms and their functionality and features.
* Able to work effectively in a team and on own initiative.
* Able to think creatively and to communicate creative ideas to others.
* Able to pick up new tools quickly and adapt to unforeseen circumstances.
* Interest in new and emerging digital and social media trends.
* Experience of using MS Office, including Word, Excel and PowerPoint.
* Experience of working to deadlines.
* Able to manage multiple tasks and projects.

Essential competencies (assessed at interview)

**Achieving Excellence – Level 1**

WANTS TO DO A GOOD JOB AND DOES NOT GIVE UP

Clarifies what is expected. Is positive and enthusiastic about the job. Does not give up at the first obstacle. Respects the rights of others whilst achieving one’s own goals.  Has confidence in ability to carry out their role and understands the way things are done in the organisation.

**Understanding Issues & Finding Solutions – Level 2**

ADAPTS EXSISTING APPROACH, AND LOOKS AHEAD

Identifies and exploits opportunities in the short-term. Applies one’s own knowledge and expertise to developing new approaches to exploiting theses. Looks at the opportunities and identifies key issues and uses this to priorities and plan.

**Collaborating for Success – Level 1**

PERSUADES AND DELIVERS A HIGH-QUALITY SERVICE

Understands the value of developing positive relationships. Acknowledges the different perspectives of stakeholders, partners and colleagues.  Keeps Stakeholders up to date and informed. Understands that each stakeholder is different and acts promptly to ensure stakeholder requirements are met.

**Ability to Adapt – Level 2**

APPLIES PROCEDURES FLEXIBLY

Applies rules on procedures flexibly, depending on the individual situation, to accomplish tasks or activities more effectively. Responds effectively to changing circumstances. Remains focussed when faced with competing demands. Makes reasonable adjustments to ensure maximum effectiveness and motivation of self and others.

**Working with People – Level 1**

WORKS COLLABORATIVELY

Takes a consistent approach that promotes openness, transparency and collaborates and is not afraid to seek advice from others. Knows and acknowledges strengths and weaknesses.  Allows their voice to be heard Does not bully or harass or tolerate inappropriate behaviour.