

## Job Description & Person Specification

### Post: Senior Digital Communications Officer

### Salary Banding: Level 5

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I am responsible for managing a range of responsibilities to achieve outcomes based on national plans for ensuring that digital communications supports and develops the public affairs and communications work across the organisation.

I ensure that every part of the service is involved in developing and promoting the organisation's digital presence and 'tone' to reach further into our communities to challenge stigma, raise awareness of SiMS services and offer support and signposting.

I work autonomously developing and managing my own workload, as well as work closely with staff across the team and the wider organisation.

I support the Director of Public Affairs and Communication to develop plans and strategies to ensure that SiMS remains up-to-date and adaptable to the fast-paced changes in the digital communications' environment; and support fundraising with creative and engaging campaigns that will increase our income.

#### What I do and what I achieve

- I work closely with my line manager to achieve strategic outcomes
- I am responsible for reviewing and maintaining the organisation's website and social media
- I contribute to the organisation's external affairs strategy via membership of the Public Affairs Committee
- I regularly liaise with Support in Mind Scotland's services, retrieving regular updates of the latest news within the organisation
- I am responsible for producing Support in Mind Scotland Members' Newsletter and sending it.
- I am responsible for producing leaflets for Support in Mind Scotland
- I gather information about the needs of our service users and our services to develop coherent and persuasive messages
- I provide digital support to Mental Health UK's events, campaigns and partnerships.
- I provide support to Mental Health UK's digital presence across all social media platforms.

- I am creative in how I develop a library of marketing materials and tools including video, audio, print and digital files
- I work closely with the Comms and Public Affairs team and Support in Mind Scotland's services to ensure our website is up-to-date and dynamic
- I support staff across the organisation to engage with the digital Comms' strategy for their own services and for the national work
- I liaise with a wide range of external stakeholders and individuals who want to help us, to explore opportunities for reaching vulnerable groups; and for promoting our work and our organisation
- I manage our social media use and engagement and produce reports as needed
- I maintain accurate and confidential records
- I contribute to our work on quality improvement by ensuring that all of our platforms can generate accurate information and statistics
- I am responsible for the organisation's branding guide, and provide support to staff with creating on-brand information and marketing materials
- I develop and deliver training to staff as needed.

### Who I am

- I am educated to SVQ4 level or have equivalent qualification
- I have extensive knowledge of social media platforms and how they are used effectively for business purposes
- I have experience of web content management, and am confident in using website content management systems
- I am familiar with digital design and marketing software, and have experience in delivering high-quality design and branding
- I have familiarity with Hootsuite and other social media scheduling tools
- I have at least 2 years' experience of working in a digital communications or marketing role
- I have experience of training staff and volunteers
- I work well in a team setting but can also work autonomously
- I have a sound knowledge and understanding of mental health issues and policies and how our organisation responds to those issues
- My value base is consistent with the aims and objectives of Support in Mind Scotland
- I am creative and able to drive change
- My IT skills are of a high standard
- I recognise the importance of professional support and supervision
- I am keen to develop my knowledge and skills and attend training as required.

## General Duties

- Act in accordance with Data Protection legislation. Ensure all records, personal, staff and client data are managed in line with Data Management and Information Governance policies
- Comply with legal and regulatory requirements such as provisions set out in the Health and Safety at Work Act 1974
- As with all employees, workers and volunteers; to encourage people to join Support in Mind Scotland as a member, donor or activist
- To act in accordance with the charity's Health & Safety and Safeguarding policies and to notify your line manager promptly if there are any concerns
- To participate in regular supervision and appraisal and undertake any relevant training as appropriate to the role
- To work in accordance with the charity's national policies and local operating procedures and those of external regulators or professional bodies.

This job profile and list of duties is not exhaustive and serves only to highlight the main requirements. The line manager may stipulate other reasonable requirements and projects commensurate with the general profile and grade of the post.