# Job Description



**Job Title:** Digital Engagement Co-ordinator

**Salary Scale:** SJC Points 22 – 24 (£22,930 - £ 24,328)

**Hours Of Work:** Full-time at 35 hours per week (very occasional evening and weekend may be required)

**Holidays:** 37 days (25 annual leave + 12 public) increasing by 1 day each year up to 30 days.

**Contract:** Permanent, subject to funding.

**Line Manager:** Senior Communications Development Worker

**Job Purpose:** The purpose of the role is to maintain, develop and improve communications between the key Youth Scotland audiences of our membership and stakeholder groups, such as funding and delivery partners. This will be achieved across a media split of social media, CMS websites, emails and traditional media.

The Digital Engagement Co-ordinator also works directly with our membership, including direct service communication, operation of our CRM member database and supporting enquiries from member groups and those wishing to become members.

The Digital Engagement Co-ordinator will be based in the communications team but will work collaboratively across the organisation to help us build high quality digital and traditional engagement across our media channels.



### KEY RESPONSIBILITIES OF THE POST ARE:

### Media

* Deliver on-line communications with a specific audience in mind, making sure the organisation communicates effectively with a range of stakeholders, with a particular focus on our membership
* Supporting Senior Communications Development Worker with activities such as production of videos, brochures, reports, market/sector research, web site updates, events etc.
* Showcase successes and key messages on social media, and monitor social media more widely
* Support communication campaigns for Youth Scotland’s projects by providing communications support, publicity and promotional materials as appropriate
* Work with third-party organisations to deliver promotional materials and coverage
* Maintain a high standard for copy and content meeting branding and style guidelines
* Collate information on outcomes to use in future projects
* Co-ordinating distribution of news within the organisation through multiple channels (social media, newsletters)

### Events

* Support campaigns and events with relevant publicity
* Support co-ordination of events
* Attend conferences, membership events and meetings as required and support member engagement

### Administration

* Act as a first point of contact within Youth Scotland for enquiries from member groups and those wishing to become members
* Operate our CRM membership system and take a lead role in processing membership applications and renewals, ensure membership payments are kept up to date, compile membership reports and collate statistics as required
* Operate systems in support of membership services, such as small grants schemes and user surveys
* Assist in quality control within organisation to maintain high standards against customer service, branding and style guidelines
* To undertake any other duties that may be required and which are commensurate with the post