

COMMUNICATIONS & ENGAGEMENT GROUP

DIGITAL CONTENT MANAGER

(Permanent; Full-time (37.5 hrs per week; though 30 hrs/week will be considered); Band E)

Purpose

To take a strategic approach to digital content creation for all National Park and Park Authority outputs, developing a consistent tone of voice and rolling it out across all channels. Content should be tailored for specific audiences across the National Park, and should help increase understanding of – and support for – the National Park and the work of the Park Authority. In addition to line managing the Digital Content Coordinator, the post holder will play a key role in providing training and support for individuals across the organisation in the effective use of digital communications channels.

Responsibilities

1. Develop a digital content strategy that builds awareness of – and support for – the Cairngorms National Park and the work of the Park Authority. Work closely with the Campaigns and Engagement Officer and Press and Corporate Communications Officer to ensure this approach complements our offline communications campaigns and media engagement activities.
2. Create and curate content across a range of digital channels – from social media to websites and blogs – that meet the needs of our target audiences and gives them a voice, working closely with audience-facing colleagues, partner organisations and other relevant groups / individuals.
3. Line manage the Digital Content Coordinator, providing pastoral and technical support to help them deliver their annual work programme and ensure a consistently high standard of creative output.
4. Develop and sustain a National Park and Park Authority tone of voice across all digital content, providing support and guidance to enable others (both within the Communications and Engagement team and across the organisation) to follow suit.
5. Lead a dedicated Content Working Group, working with colleagues across the Comms team and wider organisation on a year-round content strategy which delivers our key messages, engages target audiences, maximises the value of content and maintains consistency irrespective of the channel(s) used.
6. Take a test and learn approach to online content creation, evaluating the performance of our activities to ensure they are as effective as possible, are relevant to our stakeholders, and play to the strengths of the team delivering them.
7. Manage digital content budgets (design and production) and lead on targeted digital and social media advertising campaigns.
8. Identify specific online communications activities to influence the behaviour of individuals, communities and businesses to help the National Park achieve its target of reaching net zero carbon emissions by 2045 at the latest.
9. Provide training, support and guidance to staff, board members and partners on using digital communications channels, exploring ways to devolve responsibility for content creation (whilst retaining consistency). Work with the Digital Developer and other colleagues to keep our websites up to date and relevant to audiences.
10. Representing the National Park and the Park Authority at local and national forums

such as National Parks UK and Highlands Communications group.

General:

1. Contribute to the work of the Communications and Engagement team and the Park Authority as a whole to ensure compliance with financial procedures.
2. Contribute to the delivery of the National Park Partnership Plan and other strategic plans.
3. 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 and public relations campaigns to engage with identified target audiences, applying relevant market research.
- Sound understanding of social media channels and awareness / experience of emerging new media technologies.
- Excellent project management skills, able to manage workloads and delegate where appropriate.
- IT literate, including experience of using social media management tools (preferably Hootsuite) and knowledge of open-source content management systems (preferably Wordpress).
- Excellent communication skills, both presentation and written, with the ability to persuade others to support CNPA campaigns.
- Experience of line managing team members and supporting their personal and professional development.
- Good proactive networker outside and inside the organisation.
- Initiative, strategic vision and drive to develop the role and work of the team.
- Full UK driving licence or access to a driver if disability prevents driving.

DESIRABLE

- Degree or equivalent qualification in public relations or marketing or related discipline.
- Knowledge of photo-editing/graphic manipulation software.
- Experience of running behaviour change campaigns.
- Understanding of issues relating to the Cairngorms National Park and its audiences.
- Gaelic Language speaker.

May 2022