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|  | **Icon  Description automatically generated**  **Job Description** |  |

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| **Role Title:** | Social Media and Marketing Officer |
| **Department:** | Marketing and Communications |
| **Reports to:** | Marketing Manager |
| **Pay Grade:** | Pts. 27 -30 £29,426 - £32,576 |
| **Type of Contract:** | Permanent |
| **Normal place of work:** | Head Office, Edinburgh (with hybrid working available) |
| **Line Manager?** | No |
| **Budget Holder?** | No |
| **Criminal Record Check/PVG required?** | PVG |
| **Driving license for UK driving required?** | Yes - to attend meetings in locations away from normal place of work, many of which are not readily accessible by public transport. |
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# Who we are

The impact of vision loss is huge. Too often, it leads to people lacking or losing confidence and independence. People with vision loss are at higher risk of unemployment, isolation, mental health problems, and financial challenges. It can have an enormous emotional toll. But with the right support, people with vision loss can gain the skills to remain independent and active in their communities – to thrive. That’s why we’re here.

For 230 years, Sight Scotland and Sight Scotland Veterans has been supporting people impacted by vision loss.   We believe we play an important role in continually shifting the conversation around sight loss, and contributing to achieving a fair, equitable society. Over the years, we’ve seen a positive shift in expectations, with individuals and communities increasingly empowered to live lives the way they choose, free of discrimination.

And we’ve had to transform too, so that our services reflect the times we live in and meet the changing needs of the people we support. We’re now looking at how we continue to evolve, considering how we contribute now and what we could do differently in the future.

We work with charities across our sector to make sure people with sight loss have access to the right resources, when they need them. But what makes us unique is:

* Together, Sight Scotland and Sight Scotland Veterans is the largest Scottish charitable organisation that supports people impacted by vision impairment
* We’re the only Scottish vision impairment charities that fund medical research into eye health
* We’re the only Scottish vision impairment charities that have a dedicated policy and campaign team
* Our services span all age groups, including people born with a vision impairment, and those that acquire a vision impairment throughout their lives

These unique attributes of our organisation allow us to become something more than we have been up until this point.

The marketing and communications department is responsible for:

* Raising profile and brand awareness
* Multi channel marketing campaigns for service user acquisition
* Policy and campaigns
* Fundraising
* Internal communications
* Stakeholder engagement.

What this job is about

The postholder is responsible for planning and executing social media in accordance with the marketing communications planning calendar to support marketing, fundraising and policy and ensure all key messaging is conveyed across social media. The post holder works across the Marketing and Communications department, liaising with all colleagues to ensure content can be planned and executed effectively.

The Social Media and Marketing Officer creates and produces digital content, including video and graphic communications to be used on social media. Planning and reporting is key to the role, as is keeping up to date with new digital tools and techniques that could be implemented by the charities.

**What we want you to be responsible and accountable for**

**Social media**

* Deliver on the dedicated social media strategy in accordance with creative rules.
* Daily Community Management and Horizon Scanning across all active social media platforms.
* Use scheduling platform to schedule social media content to agreed schedules in accordance with the marcomms planning calendar, ensuring this covers multi-media. For example, stories, grid/feed/reel etc content with agreed hierarchy of messaging. This messaging is detailed in the social media creative rules.
* Plan and create engaging, appropriate and differentiated per channel, demographics and key communication attributes of each channel.
* Work with colleagues to adapt and use all types of written work into strong content, adapted per platform and referred media type for each channel and aligned with channel algorithms and nuances.
* Create video and audio content which is aligned with social media strategy, creative rules always remaining platform appropriate and hierarchy within platforms.
* Use digital tools such as Adobe packages and Canva to create digital content aligned with the social media strategy and creative rules.
* Ensure staff promoting the charities on personal social media accounts adhere to visual impairment social media standards.
* Develop, propose and following sign off, execute an influencer/user-generated content strategy aligned with the marcomms planning calendar and strategic intent to raise awareness and engage appropriate audiences across multiple age demographics and value-driven engagement.
* Proactively educate self on social media trends, tools, algorithm changes and new social opportunities (such as entry into new platforms), producing a monthly report to line manager.
* Follow sign off processes for all social media content.

**Email Marketing**

* Plan and create engaging and relevant fundraising emails and supporter journeys for key fundraising activity.

**Digital**

* Create and lead on social media lead-generation platforms that meet fundraising, policy, and marketing objectives.
* Ensure that all digital activity is compliant with current legislation (including media consents and advertising regulations)
* Research and develop ways to recruit new fundraising and campaign supporters.
* Support the Marketing Executive with website updates as required.

**Reporting and analysis**

* Monitor and report on social media performance monthly, quarterly, and annually as well as post each key campaign across all areas of the marketing, fundraising and policy functions.
* Produce monthly social media report to line manager on metrics, demographics, engagement, reach and overall performance detailing creatives and what is expected next month alongside key learnings.
* Provide monthly report on email performance, demographics and ensure KPI's are completed.

**Contribute to the work of the Marketing and Communications department**

* Support cross team projects and events
* Work effectively and collaboratively with colleagues across the department
* Proofread brochures, magazines and leaflets written by other colleagues
* Represent the organisation at conferences, exhibition stands and events
* Answer enquiries from potential donors, service users and stakeholders

**How we would like you to achieve this**

We would like you to:

* Work in a way that is wholly consistent with our stated organisational values and our Corporate Strategy, as well as our marketing, fundraising and policy strategies
* Be forward thinking and always on the look out to learn about new developments in digital and social media
* Be inquisitive, willing to experiment and always seeking to strengthen results based on learnings from previous campaigns, data and developments in the field
* Adopt a collaborative approach, working closely with colleagues across the department and the organisation as well as externally to promote partnership initiatives
* Be customer, audience and channel focussed, considering what content, tone and messaging is appropriate
* Be meticulous in forward planning and reporting on results

**Who you will be working with**

* Colleagues within services and head office departments
* Service users
* Families of service users
* External organisations

**The budget you will hold**

NA

# The experience and skills you need to have to do this job/

Essential:

Professional experience of:

* Degree, or equivalent professional experience or training in a digital related discipline, particularly social media
* Managing social media platforms in a professional context (Facebook, Twitter, Instagram, You Tube and LinkedIn)
* Creating engaging and motivating content that has a demonstrable impact on reach and building communities
* Strong editing and writing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
* Using web-based analytics and available applications for analysis and reporting
* Using a range of digital tools to plan, manage and analyse content as well as to edit video.

Knowledge of:

* Charity brands
* The marketing mix
* Algorithms and social media platform requirements
* How people with sight loss interact with social media and accessibility standards
* Demonstrable interest in keeping up to date with latest digital trends

Skills:

* Filming and editing skills, with the ability to produce short films from footage taken from smartphones
* Ability to write compelling business cases for entry into new platforms across social media and digital platforms to meet team and organisational objectives linked with social media
* Excellent organisational skills with the ability to plan and manage a variety of projects and activities to tight deadlines
* High level of writing skills with excellent grammar and accuracy
* Ability to change tone of voice and creative across different social media platforms
* Ability to select appropriate imagery according to campaign requirements.
* Strong organisational, planning and time management skills
* Strong IT skills

Other:

* Ability to work out of hours, for which TOIL will be granted
* Full clean driving license

**Just so you know…**

The charites have a set of Values & Our Ways of Working Framework, we ask you to work within, and these apply to everybody in the organisation irrespective of their role or job. You can find out more here: [Our values](https://sightscotland.org.uk/get-involved/careers/working-us). This means we want you to have:

* The ability and willingness to understand others’ perspectives and to consider the impact of your actions on them and to adapt your actions as necessary;
* The ability and willingness to learn and try new things, to be flexible and step outside of your comfort zone;
* An open and honest way of communicating, ready to ask others for their ideas and to be open to hear and consider different points of view;
* A pro-active approach to taking initiative and to driving forward ideas and projects designed to improve daily operations and deliver an exceptional visitor experience.

Diagram

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**Department structure** (this role is outlined in red)