



## Digital Lead (Maternity Cover)

### Job Description and Background Information

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#### Introduction and Background

This is an exciting opportunity to fill a vacancy in the new digital agency within the Community Enterprise group. The post will cover a period of maternity leave. Community Enterprise is a leading social enterprise and community development consultancy and support provider and the digital agency sits within a family of enterprises. We provide support to third sector groups across Scotland and beyond and work with communities to build and sustain projects for the benefit of local people.

We are a social enterprise ourselves. 100% of our profits are re-invested in supporting the further growth and development of voluntary and community organisations.

#### The Group's Services and Divisions

Our focus is on developing sustainable communities through resilience using techniques including social enterprise, innovative fundraising and community empowerment. We have developed four cross-fertilising divisions.

1. Our **development team** develops enterprise, communities and organisations including strategic thinking, market research, business planning, evaluations, organisational reviews, community plans and investment readiness.

Our over-arching website has information about all our divisions, but this is a link directly to the work of the [development team](#).

2. We operate the first and biggest social enterprise strategic marketing and **creative design and branding agency**, called [Bold](#). Now in its tenth year of development, its services include branding, design and print, web design and build and creative marketing strategy.
3. We deliver a social enterprise **digital agency**, soon to be launched as Breeze Digital. This will support the practical digitization of the sector from digital strategy to digital service design.
4. We are a strategic part of the sustainable third sector and provide **strength and capacity to the sector**. We were founding members of Social Enterprise Scotland, founding subscribers of the Voluntary Code for Social Enterprise and members of various national networks. We currently design and manage the [social enterprise support map](#) and organise workshops and training and have a fast evolving research arm.
5. We try **new things**. We established a national on-line e-commerce site for social enterprises and are interested in how the digital space can develop the third sector. We currently operate a project called [Creative Natives](#) which changes the lives of young care leavers through creativity.

The main office is in Livingston and we have offices in Glasgow and Edinburgh but work is across Scotland and beyond. And operate a hybrid working policy.

#### The need for this Role

Over the years we have built a team of people with the range of skills that the third sector needs to survive and thrive, from funding to asset development, marketing to finance, governance to branding.

We expanded our team in 2021 to support the Scottish third, community and social enterprise sector in using digital systems to become more efficient, sustainable and effective. Although we had noticed an increase of digital support requests before covid, we have seen a real increase in demand for this kind of help during and since the pandemic.

The role of Digital Lead, is to be responsible for the Digital division in Community Enterprise, which is currently being branded as 'Breeze Digital', with this new branding and dedicated website due to launch in Spring 2023.

We are looking for someone with broad but specialist digital knowledge and a curiosity to find out about, and spread the word about, all things digital.

We are looking for someone with a strong work ethic and an understanding of the third sector.

## **Job Description**

**Job Title** Digital Lead (Mat cover)

### **Job Purpose**

1. Deliver development support and capacity building, (in digital solutions), to third sector organisations to assist them to become sustainable. Community Enterprise operates largely as a social enterprise consultancy agency so much of your role will be that of a consultant undertaking specific pieces of work
2. Lead on the delivery of our own Digital Strategy
3. Get involved in digital initiatives across the third sector, with a growing group of organisations interested in the power of digital transformation.
4. Build the capacity of the team, while retaining your specialisms

### **Work Place values**

- Building relationships
- Empowering People
- Developing our expertise
- Dynamic Innovation
- Giving Back

**Accountable to** The CEO

**Nature of post** Maternity cover

This is currently a full time post but we welcome applications from those who are interested in full time hours and also those who would prefer part time or job share.

### **Main Duties**

The post holder will:

1. contribute to the achievement of Community Enterprise's overall organisational objectives and targets.
2. lead the Digital division to deliver a programme of consultancy, advice, learning and support activities for existing and emerging social enterprises and the broader third sector. These organisations can range from established social businesses to smaller voluntary sector organisations concerned about their sustainability as well as new and emerging individual social entrepreneurs.
3. identify and analyse the key issues and barriers preventing our clients being effective on-line. This could include the need to support and advise groups on
  - establishing and developing e-commerce
  - the structure and choice of on-line training platforms
  - how to select and develop cloud based project management systems

- planning, writing and developing digital marketing strategies
  - creating digital business transformation strategies
4. lead on creating appropriate documents, reports and plans. This can include Options Appraisals or action plans.
  5. know when to tap into very specialist technical skills and guide clients to secure the support they need if it is beyond the remit of this post. The post holder is a generalist of the digital world not a specialist in one area only.
  6. organise and participate in the delivery of a programme of business support and/or training appropriate to organisations.
  7. deliver on actions points outlined in the Community Enterprise digital strategy including Cyber Security development, contributing to improvements of the Community Enterprise website and developing our SEO and analytics strategy
  8. communicate with all teams within the organisation on any new tools or strategies we are implementing to support safe and streamlined online working methods. This may include facilitating internal training or working with our admin team to co-ordinate external training, joining team meetings to provide updates or offering individuals support to use new digital tools
  9. support and work closely with the Marketing and Communications Lead as appropriate, developing and implementing an effective comms strategy to promote Breeze Digital including social media campaigns and regular maintenance and content contribution to the Breeze Digital website with blogs, case studies etc.
  10. develop partnerships and collaborations (Scottish Tech Army, SVCO, Third Sector lab, colleges, students etc.) - one to one partner meeting / workshop or conference attendance)
  11. stimulate and contribute to new work tenders and proposals
  12. Support a growing team of associates, allocating them projects and supporting them to deliver them effectively.

#### Other Tasks

13. represent Community Enterprise at business meetings, seminars and conferences relevant to the Social Enterprise and broader Third Sector.
14. collaborate with co workers engaged in other Community Enterprise ventures to ensure a joined up, added value approach.
15. prepare regular reports on activities for the CEO and keep CRM records up to date.
16. such other tasks as may be required which are consistent with the duties and responsibilities of the post.

#### Person Specification

Real digital skills from lived experience, aptitude, values, fit with team and a sensitivity to the enterprising third sector are more important to us than formal qualifications. Though in this field, digital qualifications will be read with interest. This post needs someone who can bring a broad digital skill set and a curiosity to learn more as new solutions and systems come on stream. Demonstrable experience in a digital setting where on-line solutions is the norm, is vital.

Specifically, we're looking for someone who is;

- Highly skilled and experienced in identifying digital platforms and on-line solutions to a variety of challenges.
- Confident, self-motivated and proactive with learning new platforms and solutions
- An excellent relationship builder with clients and partners from a range of backgrounds: ideally someone who can demystify digital solutions to clients with low capacity
- Able to problem-solve and design and implement solutions

- Able to deliver presentations and training to a broad audience
- Knowledgeable about the voluntary, community and social enterprise sectors and the current key issues would be an advantage, (particularly with the move to digital that has been stimulated by the coronavirus pandemic) but not essential.
- Able to match commercial reality with social aspirations
- An excellent team player and willing to share skills and knowledge with co workers while retaining that specialism
- Someone with a strong work ethic. We are renowned for going the extra mile and have a hard working team. Though we protect people's well being and work/life balance, this is a busy job and the post holder must be happy with a significant workload and sometimes deadlines.
- Ability to manage their time effectively, multi task and work on several projects simultaneously.
- Willing to travel across Scotland or further afield with occasional overnight stays when required. Willing to adopt flexible working patterns: at times work needs to be delivered in the evenings or weekends to suit clients (time of in lieu is available).

## Job Details

<b>Hours</b>	Full-time Maternity Cover  Though this is currently a full time position, we are happy to also consider proposals for part time and job sharing is an option.
<b>Remuneration</b>	£32,100 full time; pro rata for part-time.
<b>Location</b>	Based in Community Enterprise's Livingston office but with extensive remote working both at home and in the field. We have a hybrid working policy.
<b>Duration</b>	Temporary for 6 months to be reviewed on an ongoing basis.
<b>Line Management</b>	The post holder will be line managed by the CEO within the policies and procedures of Community Enterprise Ltd
<b>Employed by</b>	Community Enterprise Ltd

## How to Apply

Please submit a CV and covering letter showing how you meet the job description and person specification set out above. Please submit these by 9am on the 17th April. Interviews are likely to happen that week or early the week after so please let us know about your availability.

Email to: [maria@communityenterprise.co.uk](mailto:maria@communityenterprise.co.uk)

## Further information

If you'd like to discuss the work of Community Enterprise, please contact Jane Mackinnon at [jane@communityenterprise.co.uk](mailto:jane@communityenterprise.co.uk)

OR Douglas Westwater, CEO at [douglas@communityenterprise.co.uk](mailto:douglas@communityenterprise.co.uk).