



Head of Digital Recruitment Pack

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scottishbooktrust.com



Scottish Book Trust is a registered company (SC184248)
and a Scottish charity (SC027669).

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About Scottish Book Trust

Scottish Book Trust believes that reading and writing for pleasure has the power to transform lives, from supporting mental health and wellbeing to breaking the poverty cycle, improving employability, and inspiring creativity.

As Scotland's only national reading charity, our mission is to ensure people living in Scotland have equal access to books and, every year, we deliver our world-class programmes and annual awards to well over two million people. From introducing books and storytelling to pre-school children to inspiring and empowering adult readers and writers, we believe it's never too early – or too late – to begin a magical journey with words.

We deliver our programmes in every local authority area in Scotland, and we work with partners ranging from small community groups to the Scottish Government. Our book-gifting programmes through Bookbug and Read, Write, Count reach over 310,000 children across Scotland every year.

You'll find us in schools, and libraries and at community events. You'll find us in towns, and cities and in isolated, rural communities. And you'll find us bringing books to life for children in care, families living in challenging circumstances and people in prison. In short, you'll find us wherever we're needed most.

Our programmes include:

[Bookbug](#)

[Book Week Scotland](#)

[Reading Schools](#)

[Writing and Authors](#)



Our values

We're looking for people who share these values that apply to everything we do:

Creative

We welcome innovation and experiment with new approaches. Our staff contribute and test out ideas and we encourage this approach in our partners.

Bold

We tackle challenging issues, set high standards and ask difficult questions of ourselves and of others. We create a culture of openness and ambition within our organisation.

Collaborative

Our partnerships are one of our most valuable assets. Successful collaboration is fundamental to our achievements, our development and our impact.

Nurturing

We treat everyone with respect and value diversity and individuality. We are committed to fulfilling potential and developing talent.

Our people

We currently employ over 70 staff across:

- Four programme teams supporting Early Years, School Communities, Reading Communities and Writing Communities
- Our Marketing department that includes fundraising, social media, design and digital functions
- Our Finance and Operations department that includes Finance, HR, Commercial development and Building management functions.

You can find out more [about our team](#) on our website.

We have staff working for us across Scotland. We support flexible working with 16 part-time staff and 18 staff working compressed hours. Whilst we encourage staff to spend time in our office in central Edinburgh to collaborate and share ideas, we also support hybrid working. On average, most staff spend one to two days per week in the office. We are responsive to the needs of our staff and ensure accessibility is embedded in the materials we create. We provide our staff with tailored learning and development opportunities to support them to do their best work.

We want to support all communities across Scotland, with particular focus on those who are vulnerable, under-represented and who need it most. We are an organisation where equality, diversity and inclusion are embedded in all we do, and we would like to improve diversity within our leadership.

We believe that staff with different backgrounds and experience are more likely to encourage debate and to make better decisions. We are looking for people who will be passionate supporters of our mission, whose lived experience can help shape the impact of our programmes and improve how we engage with our beneficiaries.

About the role

This is an excellent opportunity for you to support Scottish Book Trust as our Head of Digital, reporting to the Director of Marketing.

The Head of Digital reports into the Director of Marketing & Communications and supports the Senior Management Team by leading the development and delivery of Scottish Book Trust's digital strategy and roadmap. The post is responsible for

Scottish Book Trust's websites, apps and other digital products, and oversees digital channels and other activities to support our programmes. You will also work closely with the Operations team supporting areas including software implementation.

You will have a high degree of technical knowledge and an excellent understanding of digital development, channels and platforms. The role ensures digital activity across the organisation is consistent, accessible and in line with agreed standards and processes. You will work with teams across the organisation, helping staff to identify, scope and deliver digital projects to ensure the continued impact of Scottish Book Trust's programmes and activities.

The Digital team sits within our Marketing department, and you will work closely with other team members including the CRM Manager and Head of Social and Digital Marketing. You will line manage the Digital team consisting of Digital Officer, Website Manager and Digital Project Manager.

Key responsibilities

Digital leadership

- Develop and manage Scottish Book Trust's digital strategy to ensure development priorities and channel activity support the organisation's programmes and objectives.
- Identify and transform priorities into a development roadmap, providing regular updates to the senior management team.
- Lead and support digital transformation projects and initiatives to improve Scottish Book Trust's effectiveness and impact, for example supporting software deployment, gathering stakeholder feedback and encouraging use of new systems and processes through training.
- Encourage and support digital skills and training across the organisation to help identify improvements and efficiencies.
- Research digital solutions and provide recommendations for software, systems and infrastructure improvements.
- Demonstrate digital leadership externally by attending events and building partnerships to promote SBT's charitable objectives and impact.
- Maintain an up to date understanding of digital developments, research and initiatives relevant to SBT's objectives and environment.

Digital projects and channels

- Project manage major digital projects including development of new digital products and complex website developments.
- Act as digital lead on key projects across programmes, training and marketing.
- Support income generation by identifying digital fundraising and monetisation opportunities.
- Have awareness of all Scottish Book Trust's digital communications and promote consistent messaging, standards and accessibility.
- Oversee improvements to how data and analytics is collected, monitored, shared and used to inform future decisions and developments.
- Support digital operations improvements and initiatives, including software deployment, CRM activity and cybersecurity initiatives.

People and resource management

- Lead and line manage the Digital team including the Digital Officer, Website Manager and Digital Project Manager, ensuring the team is resourced for maximum support and effectiveness, and provide support to colleagues across the organisation.
- Work closely with the Head of Social and Digital Marketing and CRM Manager to stay aware of plans and priorities in each area and how it fits into, or can be supported by, wider digital activities.
- Organise and lead internal digital working groups ensuring all teams are aware of, and can provide input into, digital priorities and projects.
- Appoint and manage agency and supplier relationships to ensure they provide a high-quality service and value for money.
- Plan and oversee digital budgets including websites, apps and other digital products.

We are looking for people who have:

- Significant professional digital expertise in a leadership role
- Significant experience of managing and delivering large and complex digital projects, including website or app builds and integrations

- Budget management skills
- Strong technical understanding of website and mobile app development and infrastructure
- Excellent knowledge and understanding of digital communications, digital channels and existing and emerging platforms
- Significant experience developing digital strategies and roadmaps
- Significant experience using analytics software and collating and actioning data from multiple digital platforms
- Knowledge and understanding of user research and user-centred design principles
- Significant experience managing third party agencies and suppliers, including managing tender and supplier procurement processes
- Excellent management and leadership skills to motivate and drive team performance
- Experience of setting and managing budgets and obtaining best value outcomes
- Experience of CMS and CRM systems as an administrator
- Understanding of data protection and accessibility standards

We encourage you to apply even if you don't meet all the requirements. If you want to discuss the role prior to applying, please email recruitment@scottishbooktrust.com

We will work with the successful candidate to put a development plan in place to ensure training needs are met.

Appointment to the post is conditional on securing basic clearance from Disclosure Scotland.

Benefits

Location

The person location is blended between our Edinburgh Office and home. The office is in Edinburgh City Centre, with great access by train, bus, and tram.

Salary

Grade 6, Salary Band £37,000 – £48,500.

Hours of work

Full time: 35 hours per week.

Contract type

Permanent.

Holidays

Scottish Book Trust's holiday year runs from 1 January to 31 December of each year. The basic annual holiday and statutory leave entitlement for a full-time post is 37 days per annum including public and bank holidays which staff may be asked to work and for which they will be paid at the usual rates. The office closes between Christmas and New Year for which holidays must be taken from the annual allowance. Holiday entitlement accrues during the first year of employment on a month-by-month basis and staff are only entitled to holidays as they accrue.

Pension

Scottish Book Trust offers a money purchase pension scheme with a current employer contribution of 5% per annum and a minimum employee contribution of 3%. Eligible employees will be auto enrolled into this scheme but have the choice to opt out.

Death in service and other benefits

Scottish Book Trust offers a life assurance scheme, paying a lump sum of three times employee's gross annual salary upon death whilst in employment.

Employees also have access to an assistance programme and a Bike to Work scheme.

How to apply

To apply for this role, you must complete our [online application form on the vacancy webpage](#). Please note that we do not accept CVs. As well as telling us about your qualifications and work experience, you will be asked to complete a Personal Statement explaining how your skills and experience meet the criteria set out in the job description.

On the application form we will also ask you to give us the names and contact details for two referees, one of these should be your current or most recent employer. Please note that we do not contact referees until a conditional offer of employment has been made.

We welcome applications from diverse educational and cultural backgrounds. However, we are unable to offer visa sponsorship for this role. Therefore, please ensure you have the right to work in the UK before you apply for this post. We will ask you to bring proof of your eligibility to work in the UK with you to interview. Please see the UK Government website for more [information on proving your right to work](#).

We recognise our responsibility in protecting vulnerable groups. Appointment will be conditional on securing basic clearance from Disclosure Scotland.

For any additional information please email recruitment@scottishbooktrust.com