

Digital Engagement Co-ordinator

Job Title: Digital Engagement Co-ordinator

Hours: Full Time – 35 hours per week

Reports to: Communications Manager

Line management responsibilities: None

Overview

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

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.

This is an excellent opportunity for a communications professional to gain varied and versatile practical experience in a busy communications team.

Key Responsibilities:

Media:

- Create and deliver online communications effectively with a range of audiences and stakeholders, including a particular focus on our membership.
- Showcase successes and key messages on social media and monitor social media performance and engagement.
- Support the Communications Manager with activities such as production of videos, brochures, reports, market/sector research, website updates, events etc.
- 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.

- Co-ordinating distribution of news within the organisation through multiple channels (social media, newsletters).

Events:

- Promote Youth Scotland events with relevant campaigns and publicity.
- Support co-ordination of communications at events.
- Attend conferences, membership events and meetings as required.

General:

- Attend internal and external meetings as required.
- Contribute to reporting requirements for the comms team and wider organisation.
- Support the continual improvement of communication practices.
- Support and collaborate with communications interns as appropriate.

General Responsibilities:

- Work collaboratively as part of the wider Youth Scotland team, contributing to a culture of continuous improvement and innovation.
- Comply with all relevant policies, procedures, and regulations, including those related to fundraising best practices and data protection.

Youth Scotland is committed to promoting equality, diversity, and inclusion in employment.