



# DIGITAL COMMUNICATIONS OFFICER

## JOB PACK



INVESTORS  
IN PEOPLE | Gold



happy to  
talk flexible  
working



CARER POSITIVE  
Employer in Scotland

ENGAGED



# Summary

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<b>Title</b>	Digital Communications Officer
<b>Salary</b>	£25,000 - £27,000
<b>Pension</b>	A contributory pension scheme is available. Contribution rates are 7% of salary from the employer and a minimum of 5% from the employee.
<b>Hours of work</b>	35 hours per week. We're happy to talk flexible working.
<b>Location</b>	Scouts Scotland Headquarters, Dunfermline for a minimum of 2 days a week, Wednesdays as mandatory, with the flexibility of working from home throughout the week.
<b>Holidays</b>	25 days a year (rising incrementally to a maximum of 32 days after 8 years) plus 9 bank holidays. We're also closed over the Christmas and New Years period, giving you 3 extra days of leave.
<b>Benefits</b>	We offer a wide range of family and carer friendly benefits to support work life balance including, but not limited to flexible hours, paid leave for volunteering and public duties.



# Who we are

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As Scouts, we believe in empowering young people with skills for life. We encourage our young people to do more, learn more and be more.

We question and listen and form wide open minds. We take a deep breath and speak up. We think on our feet. See the big picture. Ignore the butterflies and go for it.

We get back up and try again. We think about what's next, and plan for it. We jump in, get muddy, give back and get set.

We're Scouts and everyone is welcome here. All genders, races, and backgrounds. Every week we give thousands of 4-25 year-olds across Scotland the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

To find out more visit [www.scouts.scot](http://www.scouts.scot).

# The Role

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We're looking for a Digital Communications Officer to join our team, based at Scouts Scotland Headquarters in Dunfermline.

We're a national charity and a membership organisation. You'll be passionate about the work we do helping young people to become the best they can be. You'll enjoy forming relationships and working with our amazing volunteers and always be on the lookout for where we can make the biggest difference.

We want to keep growing, be more inclusive, be shaped by young people and make a big impact in communities throughout Scotland and we're looking for a Digital Communications Officer to help us achieve that.

# Key Tasks

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## Summary

Help us support more young people to join the adventure by:

- Engaging our members, supporters and others through our digital presence and communications.
- Taking day to day responsibility for our website, social media channels and membership communications.
- Creating compelling and engaging digital content.
- Providing expert comms advice to support our volunteers, young people and staff.

## Key Tasks

### Digital comms, engagement and marketing

- Develop and deliver digital communications content that successfully engages internal and external audiences.
- Plan and deliver digital campaigns.
- Manage Scouts Scotland's email marketing and communications, including monthly membership emails.
- Manage our WordPress website. Building on existing content, making sure pages are up to date and working with our web support providers to resolve any technical issues.
- Work with the volunteer Media Team to build Scouts Scotland's social media presence and engagement.
- Manage digital advertising platforms including social and Google Ads.
- Maintain the communications planning grid.

### Business Development

- Work alongside the Business Development Manager, supporting them to use digital communications to market Scouts Scotland and Scout Adventures centres to Scouts, schools and potential corporate donors.

### Advice and support

- Assist to create and deliver marketing and engagement strategies.
- Work closely with volunteers and staff to promote Scouting opportunities across Scotland.

# The person we're looking for

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We're on the lookout for a digital enthusiast to help us shout about all things Scouts Scotland! If you're creative, love digital content, and want to make a real difference for Scotland's young people, this could be the role for you.

No need to tick every box – if you're enthusiastic and eager to grow, we encourage you to apply, we'd love to hear from you!

## What we're looking for

We're looking for someone who is digital savvy, an enthusiastic team player and ready to learn with at least some of the skills below. The ideal person will be able to help teach an old organisation how to navigate the changing digital world, while we equip them with the mentorship and experience they need to get off to a flyer in their communications and marketing career.

## Key skills and experience

- Creative storyteller – You can create compelling digital content that grabs attention and engages different audiences.
- Social media savvy – You know your way around Instagram, TikTok, Facebook, and LinkedIn, and you're excited about using them to connect with people.
- Website wizard – Some experience working with websites (WordPress would be a bonus!), keeping content fresh, engaging, and accessible.
- Strong communicator – You can write in a way that's clear, fun, and engaging, whether it's a social post, a blog, or a campaign message.
- Marketing mindset – You understand how to promote opportunities to different audiences.
- Organised and proactive – You can juggle multiple tasks, meet deadlines, and bring fresh ideas to the table.
- Team player – You're happy working with staff, volunteers, and young people, and you're confident providing advice and support.

## **Bonus skills (nice to have, but not essential)**

- Photography or video editing – can you capture great moments and turn them into engaging content?
- Basic graphic design - can you use graphics to make great content more engaging?
- Experience with digital advertising – Facebook Ads, Google Ads... if you've dabbled, even better!
- Search Engine Optimisation (SEO) knowledge – understanding how to make content discoverable online.

## **Values and personal qualities**

- An empathy with the aims and values of Scouts Scotland
- Excellent verbal and written communication skills
- Open, confident and willing to challenge constructively, and process feedback
- Willingness to work evenings and weekends, taking a flexible approach to work

## **Policies**

All Scouts Scotland employees must agree to and comply with our policies. This includes our Safeguarding rules and Yellow Card, GDPR and Data Protection, Health and Safety, and Equal Opportunities policies.

# How to apply

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## Key dates

- The closing date for applications is **12 noon, Friday 28th February 2025**
- Interviews will be held on **Tuesday 11th March 2025**

## Process

Applications are invited from individuals. You should email your CV and a cover letter detailing how you meet the requirements of the role, paying particular attention to the 'person we're looking for' section to [hadmin@scouts.scot](mailto:hadmin@scouts.scot). We also ask that you please complete our [Equal Opportunities Monitoring Form](#).

If you would like to have an informal chat about the role please email Laura Jack, [Laura.Jack@scouts.scot](mailto:Laura.Jack@scouts.scot)

## Further information

We want our application and interview process to be as inclusive as it can be so if you have any special requirements or would like to submit your application in an alternative format please let us know and we will do our best to accommodate this.

We recognise that we achieve more with a talented group of diverse individuals, who bring different experiences and perspectives that enable us to represent the full diversity of our Movement and society. Despite all of this we know that we're not as diverse as we'd like to be as a workplace and we're actively working to change that. We positively encourage applications from all individuals irrespective of their gender, age, home country, ethnic background, sexuality, religious beliefs or disability.

We're a small, busy team, so if you haven't heard from us two weeks after of the closing date that means you have not been selected for interview this time.