

Digital Content & Engagement Officer

Recruitment pack



Job information

Job purpose

To develop and deliver compelling digital communications to increase reach, engagement and impact of Friends of the Earth Scotland's campaigns across social media and digital platforms.

Location

Based in Edinburgh (at least 1 day per week) with hybrid working arrangements.

Team

Working as part of the Communications and Engagement Team and you will report to the Communications and Engagement Manager

Hours

4 days per week (28 hours)

Duration

This is a 2-year contract initially, which may be extended subject to available funding

Salary & Benefits

£35'000 (Full-time equivalent)

You will receive a pro-rata share of 28 days annual leave and 11 days statutory holidays.

Friends of the Earth Scotland operates a Company Pension Plan with NEST, which includes an ethical option.

Apply for the role

How to apply

To apply please send a cv and a cover letter (the cover letter to be no longer than 2 pages) highlighting why you are interested in applying and how your knowledge, skills and experience meet the person specification by giving examples to **recruitment@foe.scot**. You are welcome to include links to 2-3 examples of your video output.

We would be grateful if you could also complete our [Equal Opportunities Monitoring Form](#) and include this in your email.

Candidates who have been selected for interview will hear shortly after the closing date, **Sunday 25th of May 2025 at Midnight**.

Please let us know if you require any adjustments throughout the selection process.

The recruitment process will include an in-person interview in our office in Edinburgh on **Wednesday 4th of June 2025**.

Not sure if you fit?

In this pack, we've included a list of key accountabilities and detailed responsibilities as well as a person specification outlining the attributes, knowledge and experience we are looking for in candidates for this role.

We would encourage you to think broadly about how you might evidence these skills and experience in your application.

If you're excited about working for us and have most of the skills and experience we're looking for, please go ahead and apply!

About Friends of the Earth Scotland

Who we are

Friends of the Earth Scotland is Scotland's leading environmental campaigning group, working to help people in Scotland look after the planet for everyone's future.

We are part of the Friends of the Earth International federation which is the largest grassroots environmental network in the world, uniting over 2 million supporters, 73 national member groups, and 5,000 local activist groups.

Our Vision

Friends of the Earth Scotland's vision is of a world where systems of power and resource use are transformed so that all living beings and ecosystems have what they need to flourish, now and in the future.

Our Mission

- Friends of the Earth Scotland exists to win campaigns for transformative solutions to the root cause of environmental problems.
- We campaign for an end to the climate crisis, for the flourishing of the Scottish environment, and for a democratic Scotland which cherishes and protects the natural world of which we are part.
- We work for an economy oriented towards the needs of communities, ecosystems, and the planet.
- We support people in Scotland to take individual and collective action for environmental and social justice locally, nationally, and globally.
- Working with partners in Scotland and across the globe, we integrate research, political advocacy, strategic communications, mobilisation, and movement-building into focused and ambitious campaigns.

Our values

Hope

Our vision is a vision of a possible world, and that we can act in the here and now to create changes that make that world more likely. In acting on this hope, we do not ignore the enormous environmental losses that have already occurred, the likelihood that many more will occur, or the magnitude of the systemic transformations that are needed to bring our vision about;

Collaboration

We see ourselves as one part of a wide, diverse ecosystem working for transformative solutions to environmental problems. At every level, from our staff team and our Board to the FoEI network, our membership, and our external partners, we work in generous partnership and in support of democratic participation

Creativity

Defending against attack is necessary but insufficient in achieving our organisational vision: we need new relations and systems linking people and ecosystems to do that. Developing these systems is the work of creating as well as dismantling, and we will hold space for creativity in our internal and external work

Care

Care requires systemic measures that recognise the capacities and limitations of people and ecosystems, as well as individual attitudes of kindness and concern. Our internal operations, our interactions with partners, and our campaigning goals will be oriented by care for people and planet

Justice

Environmental and social harms are disproportionately caused by systems of domination and extraction developed by the elites of majority white countries in the global North, and are disproportionately felt among people who are economically, socially, and racially marginalised in the global North and South. We act in solidarity with the people most affected by environmental harms in our campaigning for transformative solutions, and we work to centre fairness and anti-oppression in our internal systems and processes

Integrity

We understand our values as things we hold and things we do. We put them into practice across our internal and external activities, and we reflect and reorient when we fall short of them.

About this role

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This is a new role in Friends of the Earth Scotland with a wide range of responsibilities for public facing digital communications. Sitting within the Communications and Engagement team, the postholder will work closely with campaigners across the organisation, the Movement Building team, the Operations team, our political staff, and senior management.

This is a key role that will add much needed capacity to FoES' social media work, providing a strategic approach to producing high quality content which will support and increase engagement for local campaign groups right through to flagship national campaigns. Following a strategic approach, it will require taking a leadership role to help achieve the team and overall organisational goals.

Our campaigns can be varied and range from advocating for transformative solutions to challenging environmental problems. Our current priority campaign is to stop a proposed new gas burning power station with carbon capture in Peterhead, Aberdeenshire – as part of our broader aim to ensure a fair and fast transition away from fossil fuels in Scotland and around the world.

The Digital Content and Engagement Officer will work closely with the Movement Building team, communications colleagues and campaigners to develop and implement realistic pathways for deepening supporter engagement. These activities could range from coordinating email communications, developing our online platforms, member recruitment, and promoting events.

About this role

Continued...

The role requires excellent forward planning and flexibility to adapt to changing external circumstances. Work is often fast-paced and under pressure to keep up with fast moving media and political stories. Reputation and risk must be carefully considered with all communications work. The postholder will be required to keep up to date with best practices across FoES' channels, as well as organisational Communications and Data Protection policies.

Part of this role will be to provide ad hoc digital communications training, guidance and support for FoES staff, members and volunteers and occasionally support the work of allies and related coalitions. It is encouraged to explore new tools and techniques to improve overall engagement.

The majority of the content creation will be done in-house but, it may be necessary at times to use the services of external providers, for example designers, photographers and videographers. This will include project managing and seeking the right providers to make the best use of allocated budget.

This role also supports other key areas of the organisation, such as fundraising appeals and membership recruitment.

About this role

Principal Accountabilities

- Ensure the delivery of high quality, engaging digital output for Friends of the Earth Scotland, helping to deliver on the organisation's strategic and campaign objectives
- Lead on creating, editing and publishing engaging, informative content (graphics, videos, text) for the organisation's social media accounts to expand reach and engagement with our campaigns.
- Increase supporter engagement online, including developing pathways to deepen engagement with key campaigns through use of digital tools such as our website, email supporter list, and the Nationbuilder platform
- Monitor, analyse and report on the performance of digital channels and use the data to adapt strategies accordingly.
- Contribute to the development of effective communication and content strategies, with engagement from the inception stage right through to delivery
- Use digital tools to support key organisational activities such as membership recruitment and fundraising appeals
- Uphold Friends of the Earth Scotland's visual identity and brand
- Support the effective use of Google Ads and SEO
- Build understanding and capacity of digital communications within the FoES team and our wider movement.

About this role

Knowledge, skills and experience

Essential:

- At least three years' experience of working in a digital communications role, ideally in a campaigning organisation
- Excellent video production skills for social media, with the ability to turnaround content quickly
- Excellent graphic design skills
- Experience of managing social media channels
- Experience of understanding and interpreting complex information and communicating it in an accessible, engaging manner
- Experience of reporting on performance and progress in digital output
- Strong written communication skills
- Experience communicating with different audiences across a range of channels
- Ability to plan, prioritise and manage a varied workload to often tight deadlines.
- Demonstrable understanding of and commitment to Friends of the Earth Scotland' values

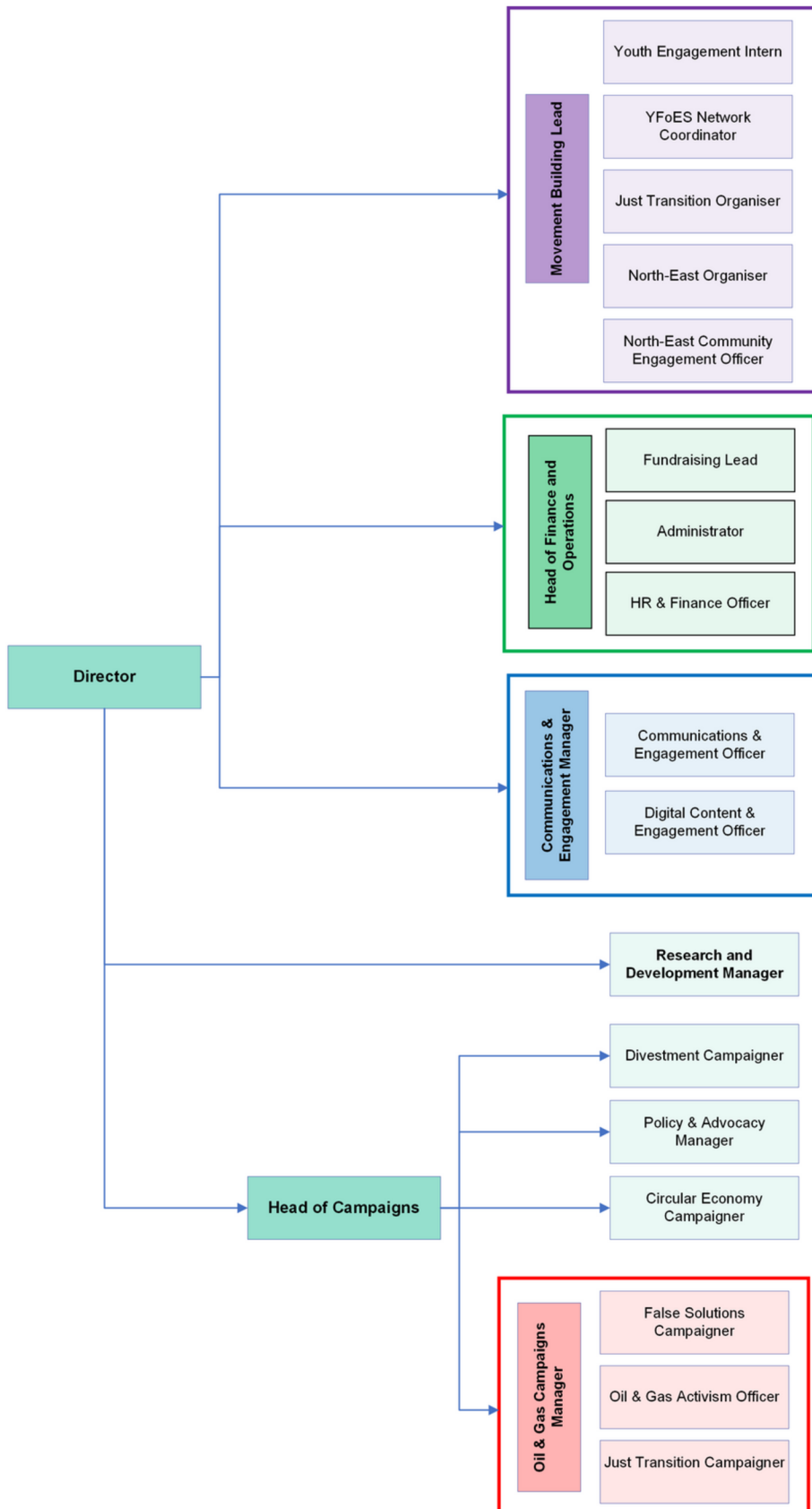
About this role

Desirable

- Experience of working in a fast-paced campaigning environment
- Experience with Nationbuilder or similar CRM systems
- Experience of using website content management systems such as Wordpress
- Familiarity with online campaign action platforms or petition tools
- Experience of managing the production of visual content video by external suppliers
- Experience of sharing digital skills to build capacity of others
- Strong IT skills including Microsoft Word, Excel, apps
- Familiarity with data privacy and GDPR



Organisational Chart



Equal opportunities

We are committed to offering equal employment opportunity for all and to providing employees with a work environment free of discrimination and harassment.

We are committed to finding the right people for the jobs that we advertise. All employment and recruitment decisions are based on organisational needs, job requirements and individual qualifications, without regard to race, colour, religion, sexuality, gender identity or belief or any other status protected by the Equality Act 2010.

We are committed to increase the diversity of our team and encourage applications from people currently under-represented in the climate and environmental movement. We are working hard to create a space in which people from all walks of life see themselves. We therefore particularly encourage you to apply if you belong to one of these groups or sit at the intersections of multiple systems of oppression.

We monitor Equal Opportunities at Friends of the Earth Scotland as part of the application process. All Equal Opportunities forms are removed from applications prior to short listing.



Friends of the Earth Scotland