Health and Social Care Alliance Scotland

### Job description

Job title Digital and Communications Officer

## Employer Health and Social Care Alliance Scotland (the ALLIANCE)

## Reporting to Media and Communications Manager

Purpose of role

The Digital and Communications Officer will have a blend of technical expertise and communications skills to effectively support the ALLIANCE’s digital and communications presence. They will support the delivery of the ALLIANCE’s Communications and Engagement Strategy, ensuring all campaigns and communications are high quality, effective and professional.

The post holder will raise awareness and maintain a high profile for ALLIANCE programmes and activities, across a variety of channels, ensuring that activity is tailored and measurable to appropriate audiences of our members and wider stakeholders.

**Responsibilities**

**Digital communications**

* Support the design and implementation of digital communications strategies that are aligned with organisational goals
* Write and edit content for website, social media, newsletters and other digital platforms, within brand guidelines
* Support the development of ALLIANCE Live content, including video work, editing, and uploading content
* Use analytics tools to track, report and improve on digital performance and increase engagement with members, and other key target audiences
* Write and post strategically planned social media content, across a range of platforms, using scheduling tools and native content posting
* Respond appropriately to online comments and share content with our audiences in a way that furthers the ALLIANCE’s strategic aims
* Supporting colleagues with relevant administerial duties
* Any other reasonable duties.

**Communications**

* Support and contribute to updating and implementing the ALLIANCE Communications Strategy internally and externally in accessible formats
* Proactively promote the ALLIANCE and identify opportunities to raise the profile of the organisation and its activities
* Work with different programmes at the ALLIANCE to support with communications planning and promote their work
* Develop communication materials, including design work on Canva and social media content, for example videos/reels etc, within brand guidelines
* Manage website improvements and update content on the website to support effective communication
* Work with the wider communications team to improve and streamline communications to members, and the ALLIANCE’s wider community, based on feedback and evaluation
* Regular monitoring and evaluation of ALLIANCE’s communications activities
* Supporting colleagues with relevant administerial duties
* Any other reasonable duties.

**Data protection**

In line with national legislation, and organisational policy, you will ensure that all data is processed in a fair, lawful and transparent way, for the specific registered purpose and will not allow data to be disclosed in any way incompatible with such purpose or to any unauthorised persons or organisations. This will include ensuring that DPIAs and privacy statements are produced and authorised in advance, with fair notice and in line with policy.

### Person specification

**Essential**

* Experience of content creation and posting content to growing engagement across social media
* Experience of analytics to track and improve digital performance
* Experience of crafting compelling content for other external methods, like newsletter and website and tracking their metrics
* Experience of stakeholder engagement, liaising with partners, and other external organisations to amplify a message
* Experience of content management for website, and other online platforms, like YouTube
* Excellent oral and written communication skills
* Track record of working effectively and innovatively as part of a team
* Experience of engaging people in interactive and creative ways
* Understanding and commitment to equal opportunities and non-discrimination
* Strong understanding of accessibility issues
* Good time management and ability to produce to deadline
* IT skills in word, email, internet and databases.

**Desirable**

* Educated to degree level or equivalent through experience
* Understanding of the effect of long term conditions on people’s lives
* Ability to manage sensitive issues and respond strategically in a crisis to challenges, on and offline.

End