

## Content Creation Coordinator Communications Team



**Cairngorms**  
National Park Authority  
Ùghdarras Pàirc Nàiseanta a'  
**Mhonaidh Ruaidh**

(3 years fixed term, full time 35 hours; Band C)

### **Purpose:**

The Content Creation Coordinator will play a key role in creating and delivering engaging and inspiring content across the Cairngorms National Park channels, with an emphasis on digital delivery. Working closely with colleagues, partners and communities across the National Park, this post will curate, capture and tell stories that support our organisational priorities and deliver on key messages effectively. Taking responsibility for the day to day coordination of our social media channels, the successful applicant will also support the Digital Communications Manager in shaping our overall digital strategy.

This role requires someone with an eye for a story who can capture, edit and create content using a range of techniques, across channels including our website, social media and e-newsletters.

### **Responsibilities:**

- Create authentic, interesting and engaging content for social media, our website and e-newsletters including reels, photos, interviews and written content.
- Focus on growing our channels and influence online, working closely with the Digital Communications Manager to identify and nurture potential collaborations with partners, influencers and communities.
- Proactively identify opportunities for content to be used in multiple places for maximum impact across National Park platforms, including Cairn magazine, media and publications.
- Prepare content for – and regularly update – the National Park website and affiliated websites, working closely with the Digital Projects Coordinator.
- Proofread and edit content supplied by colleagues and third parties, working to our organisational style guide and brand guidelines.
- Collate and share monthly social media analytics, evaluating and embedding learnings alongside the broader communications team and prepare an annual digital report.
- Coordinate day-to-day social media, sharing and scheduling a regular programme of activity across a small team working across different channels including press and print.
- Coordinate digital campaigns, including paid for social campaigns, across a range of issues and consultations.

- Liaise closely with colleagues to implement our agreed community management strategy, ensuring timely and accurate responses in line with our tone of voice and brand guidelines, escalating any contentious issues that may arise.
- Work with colleagues to coordinate content and design for a range of National Park and Park Authority e-newsletters, including for residents, visitors, farmers and land managers.

## General

- Contribute to the work of the Communications and Engagement team and Park Authority as a whole, ensuring compliance with financial procedures and the Health and Safety.
- Contribute to the delivery of the National Park Partnership Plan and Gaelic Language Plan.
- Embrace the organisation's culture and ensure that all behaviours align with the principles of Passion and dedication, Community, Pioneering, Inspiring leadership; as well as complying with the Health and Safety strategy.
- To conduct other work as necessary. All post holders are required to be flexible with regards their job description so that the organisation can adapt to new opportunities and priorities over time.

## Person specification: knowledge, experience and training:

### Essential

- Experience of creating and editing a range of social media content – from reels and videos to photos and written content – tailored to specific audiences.
- Keen eye for detail and experience of proofreading and editing.
- Experience of delivering paid for social media campaigns through Facebook, Instagram, LinkedIn and other social media platforms.
- Experience of developing and delivering an email marketing strategy aimed at building engaged audiences.
- Sound understanding of social media channels and experience of responding quickly to evolving opportunities and relevant emerging trends.
- Knowledge of photo and video editing software, including the ability to add subtitles.
- Familiarity with social media management tools (currently we use SproutSocial but training will be provided) and website content management systems.
- Strong communication skills, both presentation and written.
- Good team player.
- Initiative and drive to develop the role, and ability to take a test and learn approach.
- Permission to work in the UK

## Desirable

- Knowledge and understanding of the Cairngorms National Park, and relevant issues.
- Experience of building an audience on YouTube.
- Understanding of accessible and inclusive communications including alt text and literacy levels as part of our efforts to be a Park for All.
- Gaelic Language speaker.
- Full UK driving licence, or access to a driver if disability prevents driving.

June 2025