

**THINK
Recruitment**

 **Sight
Scotland**

 **Sight Scotland
Veterans**

Candidate Pack: Digital and Social Media Creative

Location: Hybrid, 2 days a week in Edinburgh HQ

Salary: £35,124 - £38,350 per annum

Closing date: Tuesday 21st October 2025



Welcome from Karen Hodgins, Head of Fundraising & Audience Development at Sight Scotland

Thanks for your interest in this role and working for Sight Scotland.

Sight Scotland is Scotland's leading charity providing specialist care, education and research for people with vision impairment. We have been in existence for over 230 years, and offer a variety of services in the community as well as education, transcription into alternative formats and residential care for adults and children.

Our sister charity, Sight Scotland Veterans, provides support to veterans with visual impairment, the majority of whom have age related sight loss conditions such as glaucoma. We see possibilities, not barriers, and by providing the right support we can help people achieve amazing things.

We know there are more people in Scotland who could benefit from our support. To increase our reach and engagement we need to raise more money than we have done historically. To do this we need the right people in the right roles. We have a lot of ambition and just need the right people to join us who can help us realise that ambition.

We are at an exciting point for the Cause and Engagement team here at Sight Scotland. After a fundraising review conducted by THINK Consulting in October 2023, in November 2024 we worked to the recommendations in the review and reshaped the team. We recruited 6 new team members into new roles, including myself - I joined in February this year and have really enjoyed getting to know the organisation and start forming our new fundraising team. Shortly after that initial recruitment campaign completed, we launched our new organisational strategy. Alongside our values of transform, unite and thrive, our new team structure, expertise, strategy and focus will set us on the path to deliver incredible success over the next few years.

We are looking for a creative and engaging Digital and Social Media Creative with experience of working with fundraising teams to join us. This is a super important role, and one we are very excited to fill. We currently have an interim providing support whilst we find the right candidate so there will be momentum for the permanent post holder to pick up and run with.

Sight loss can be a scary place to be. It can make us feel vulnerable and isolated. But it needn't be like that. With the right support, life can be very different. Which is where we come in.

Thank you for your interest, I hope you apply!

Karen



Background on Sight Scotland and the Cause and Engagement team

The impact of vision loss is huge. Too often, it leads to people lacking or losing confidence and independence. People with vision loss are at higher risk of unemployment, isolation, mental health problems, and financial challenges. It can have an enormous emotional toll. But with the right support, people with vision loss can gain the skills to remain independent and active in their communities – to thrive.

That's why we're here.



For 230 years, Sight Scotland has been supporting people impacted by vision loss. We believe we play an important role in continually shifting the conversation around sight loss, and contributing to achieving a fair, equitable society. Over the years, we've seen a positive shift in expectations, with individuals and communities increasingly empowered to live lives the way they choose, free of discrimination.

And we've had to transform too, so that our services reflect the times we live in and meet the changing needs of the people we support. We're now looking at how we continue to evolve so that we can achieve our charitable purpose of reaching everyone in Scotland with sight loss, currently more than 180,000 people – where and when they need us.

It's an exciting time to join us as we continue to change, grow and develop to ensure that we remain relevant and innovative – and, most importantly, provide support which responds to the needs of people with vision loss today. You could play a major role in making that happen.



The Cause and Engagement Directorate is responsible for profile, brand and relationships to generate income, communicate effectively and strategically with internal and external audiences as well as influencing society to improve the lives of people living with sight loss across Scotland. We place a great emphasis on digital innovations to drive fundraising and campaigning as well as putting lived experience at the heart of our policy and influencing work

Background on the Digital and Social Media Creative Role

The Digital and Social Media Content Creative is responsible for developing and creating engaging digital content and for managing our social media channels. This role requires a mix of creativity, digital storytelling and a passion for social media in the charity sector. The role will enhance our online presence and engage our audiences, inspiring people to donate, take part in sponsored events and online campaign actions as well as contacting the charities for support with sight loss.



The post holder will have the opportunity to create a digital fundraising plan from scratch as this is the first role of its kind at Sight Scotland. There is a world of opportunity we want this role to explore such as online fundraising challenges, hand raisers and more. There is support available to ensure we make the most of the investment in this position, as well as defined budget for campaigns and marketing, innovation. We are not expecting this post to deliver on a shoestring!

This role is key to supporting the organisation's purpose to make a significant impact on the lives of people living with visual impairment in Scotland through raising income from fundraising, expanding our campaigns network and maximising reach to ensure visually impaired people can benefit from our work.



It is important that the successful candidate for this role has existing experience of working within a charity/fundraising environment. To ensure the role is successful, an understanding of fundraising and how we can effectively apply digital tools and techniques to support income generation is vital. The post holder will work closely with peers across fundraising and marketing, so the ability to forge and develop effective working relationships is also important.

This role could be for you if you:

- Are energised by innovation and trying new things
- Are able to describe digital tools, techniques and outputs in layman's terms to a non-digital audience
- Enjoy working across teams and building effective, lasting relationships
- Are effective at multi-tasking and prioritising
- Can problem solve and think on your feet
- Like creating engaging copy that motivates and inspires
- Can project manage products and campaigns effectively

The ideal candidate will:

- Be an ambassador for [our values](#) in the way you work.
- Be audience-focused, seeking continuous improvement in processes while keeping the impact on our audience and donor experience front of mind.
- Build productive and respectful working relationships with your Cause and Engagement Directorate colleagues, bringing healthy challenge and a positive learning approach to delivering for the charities.
- Develop a collaborative network with your colleagues across the charities, using this to build your knowledge and understanding of their current challenges.
- Keep up to date with trends, innovations, and best practices in the fundraising and non-profit sectors.
- Be comfortable and confident engaging with colleagues and volunteers at all levels within the charities.



Job Description: Digital and Social Media Creative

Key Responsibilities:

- Develop and implement social media plans to increase brand awareness, engagement, donations and follower growth, ensuring all content is audience focussed and impactful
- Research, test and implement social media and other relevant digital tools including lead generation products that support fundraising and campaign goals
- Create high-quality and engaging content for digital and social media platforms including text, images, videos, and graphics, ensuring that all content meets accessibility standards, is accurate, up to date and current
- Create and manage a content calendar for social media to ensure consistent and timely content delivery
- Monitor and manage social media accounts, responding to comments, messages, and interactions promptly
- Track and analyse social media performance using analytics tools, adjusting strategies as needed to optimize results and providing timely reports
- Identify and collaborate with influencers, partners, and other relevant stakeholders to expand our digital reach
- Organize and participate in online events, live streams, and other interactive content and fundraising initiatives
- Propose and agree social media digital spend per campaign with Leadership Team and adapt campaigns according to metrics and learnings from previous campaigns
- Ensure all content aligns with the brand voice, style, and messaging guidelines



Decision making responsibility

You will have the autonomy and scope to drive elements of your work and take ownership of your own objectives. You will be required to collaborate on decisions to shape and deliver initiatives, programmes and processes as required for each area of work.

Who you will be working with

You will be working within the Cause and Engagement Directorate, reporting to the Audience Experience Designer. You will be expected to work cross-functionally within the Cause and Engagement Directorate and across the wider organisation



You will also be expected to engage with senior leadership including:

- The Chief Executive
- Director of Operations
- Director of People & Culture
- Director of Finance
- Director of Technology
- Head of Impact, Governance & Charity Secretary (collectively known as the Executive Team)
- “Heads of” departments

You will engage short-term resource, contractors, and suppliers to fulfil the differing needs of projects and programmes, and you will be expected to manage these on a “best value” basis.

The budget you would hold

This role does not have budget responsibility. In the course of your role you will be expected to liaise with the Head of Fundraising and Audience Development on budget availability and seek appropriate approval regarding any activities that have a budget implication. You are expected to work in a way that supports our strategic aim of Financial Sustainability.



Person Specification: Digital and Social Media Creative

Person Specification

- Strong understanding of social media tools and techniques that support charity fundraising, campaigning and extended brand reach and awareness
- Experience in researching and implementing digital fundraising tools and campaigns
- Strong writing, editing, and storytelling skills
- Proficiency in using social media platforms, content scheduling tools and analytics
- Strong understanding of accessibility standards on social media
- Skills in taking quality photos and videos for use on professional social media channels
- Experience with graphic design and video editing software (e.g., Adobe Creative Suite, Canva, Final Cut Pro)
- Creative mindset with strong attention to detail and ability to work collaboratively
- Strong interest in emerging social media best practice and trends with appetite for applying and testing new ideas
- Understanding of social media analytics
- Ability to work independently and as part of a team
- Ability to work on occasion out of hours, for which TOIL will be granted
- The role holder will have deep curiosity into the issues affecting our charities' work, and the ability to see opportunities for collaborative working to develop and improve the Directorate's activities
- Understanding of, and empathy with, the aims and objectives of Sight Scotland and Sight Scotland Veterans

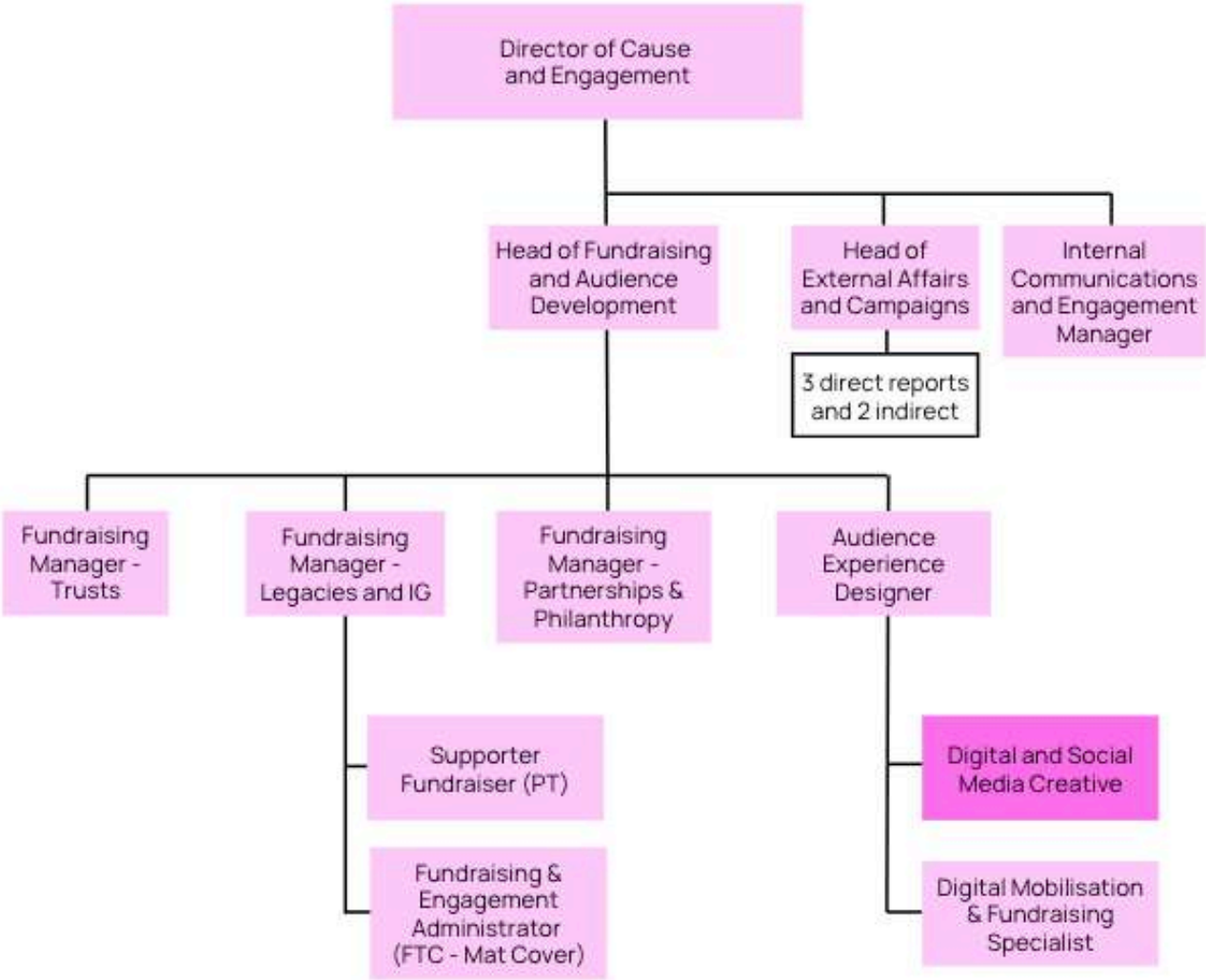
You must have the ability to travel to locations across Scotland to create content.

The postholder is expected to undertake any other duties commensurate with the responsibilities and level of the role as required to meet the needs of the organisation.

The current duties of the role requires a membership of the PVG scheme through Disclosure Scotland.

Organisation Chart

The Cause and Engagement Team



Sight Scotland's Mission, vision and values

Our vision:

An inclusive Scotland where people of all visual abilities have the opportunity to thrive.

Our mission:

Support, campaign and research for people affected by visual impairment.

Our values

Our values reflect what Sight Scotland does, how we do it and why we do it.

These statements explain what each value means to us, in what we do as an organisation, and how we act as colleagues:



Benefits & life at Sight Scotland

Salary	<p>£35,124 - £38,350 per annum</p> <p>Full time – 35 hours per week</p>
Location and Travel	<p>This role is hybrid based, with 2 days a week in the Edinburgh office. All of the Cause and Engagement team are in together on Wednesdays.</p> <p>Employees may be required to work in our other locations on occasion and for this role, travelling across the country to capture content at external meetings/events will be a core part of the role.</p>
Annual leave	37 day's paid holiday per year, pro-rata (inclusive of bank holidays).
Pension	Contributory pension scheme through Royal London. Your contributions start at 3% of your salary, while our employer contributions start at 6%. You can increase contributions, and we'll double it up to a maximum employer contribution of 12%.
Flexible working Policy	We have a variety of flexible working options available, including compressed hours. Many of the Fundraising team work with flexible working arrangements such as condensed 9 day fortnights or 4.5 day weeks.
Other	<ul style="list-style-type: none"> • Family friendly policies and enhanced maternity leave <ul style="list-style-type: none"> ○ Two days paid dependants leave, and two days carers leave per year. ○ Maternity leave: first 6 weeks are payable at 90% of average weekly earnings, the next 12 weeks are paid at ½ normal basic rate of pay plus the standard SMP rate providing this does not exceed an employee's full pay. Statutory Maternity Pay provided during the final 21 week period. • Enhanced sick pay <ul style="list-style-type: none"> ○ Sick pay is provided from day one of employment, ranging from 5 weeks full/5 weeks half pay for 6-12m service, to 26 weeks full/26 weeks half pay for those with over 5 years service. • Free confidential employee assistance programme • Benefits hub • Discounts for carers • Cycle to Work scheme • Option to join the SCVO Credit Union • Paid time off for medical and dental appointments

If you have questions about the benefit package, or if there are policies you would value seeing before continuing in the selection process, please do reach out via recruitment@thinkcs.org and we will be happy to find out the information you need.

Equality, Diversity and Inclusion

We're committed to the pursuit of inclusion and diversity in our workplaces. We want to create a working environment that is representative of and responsive to different cultures and groups, and where everyone has an equal chance to succeed.

Sight Scotland and Sight Scotland Veterans promote the inclusion and empowerment of people with visual impairment, and as such regard inclusion, diversity and equality in all its respects as something that should be inherent in our service delivery, our staffing and our management and governance.

Throughout all our activities we aim to:

- Eliminate unlawful discrimination, harassment and victimisation and other prohibited practices.
- Advance equality of opportunity between people who share a relevant protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

Sight Scotland is also proud to be a Disability Confident Employer. Disability Confident Employers are recognised as going the extra mile to make sure disabled people get a fair chance. We are committed to taking actions that will make a difference for disabled people. This includes things like:

- Making our recruitment inclusive and accessible.
- Communicating our vacancies.
- Offering an interview to disabled people.
- Providing reasonable adjustments which support disabled people in work.
- Supporting our existing employees.

If you have questions relating to Sight Scotland's EDI commitment, or would value seeing specific policies, please get in touch with recruitment@thinkcs.org and we can support.



How to apply

To express interest in this role, please email recruitment@thinkcs.org with a copy of your CV.

Our recruitment manager will have a conversation with all the applicants prior to shortlisting. Please ensure you get in touch with enough time before the closing date for a screening call as we cannot shortlist candidates who have not been screened.

Rather than requesting candidates submit a supporting statement or cover letter, we will provide interested candidates with 3 short screening questions to answer. Please ensure you get in touch with enough time to have an initial call and receive the screening questions ahead of the role closing.

To help candidates find out more about the role, we can organise an informal and optional conversation with Karen Hodgins, the recruiting manager for this role. If you would like to speak with Karen, please flag this during your initial call with THINK recruitment.

Screening calls with THINK Recruitment	1 st October – 21 st October
Optional informal calls with recruiting manager	Week commencing 6 th October
Closing date	Midnight Tuesday 21 st October
Invites to candidates	EOD Thursday 23 rd October
Panel interview (in person)	Wednesday 29 th October
Decisions by	EOD Thursday 30 th October

At point of invite candidates will be provided with further information such as the panel, the task and provided the themes of the interview questions in advance to support with preparation.

If there are any reasonable adjustments THINK Recruitment can make to ensure ease of participation in the selection process, please do get in touch. All discussions are confidential.



Thank you for your interest, please do get in touch if you have any questions.

Jo McGuinness
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