

JOB TITLE Senior Communications Officer
REPORTING TO Policy and Communications Manager

MAIN PURPOSE

To implement YouthLink Scotland's digital and communications strategy and develop multimedia and communications content to deliver a diverse range of digital communication channels and projects.

KEY RESULT AREAS

- To **create** and **implement** a **digital** and **communications strategy** for YouthLink Scotland and to support cross-organisational priorities, in line with YouthLink Scotland's strategic plan.
- To **create, plan** and **schedule, social media content**, including designs, videos, podcasts, across all projects and activities delivered by YouthLink Scotland.
- To **create, record** and **edit, multimedia content**, including designs, videos, podcasts, across all projects and activities delivered by YouthLink Scotland, using skills in appropriate design packages: such as Photoshop, InDesign, Canva, Premiere Pro and After Effects.
- To **provide technical knowledge, training** and **support** to enable YouthLink Scotland to maintain and improve its digital footprint and communications infrastructure.
- To **contribute** to the **project management** and **delivery** of all digital projects and communication channels including websites, content management systems, social media channels - ensuring quality of content, brand and messaging.
- To **deliver content** for all relevant communication platforms such as websites and social media channels as required.
- To **support organisational compliance** with legal and ethical frameworks around information and technology.
- To **provide key performance reporting** of all digital channels and **effectively communicate their impact** on the company's strategic outcomes.
- To keep up-to-date with digital and technological developments and trends.
- To contribute to the overall **strategic and business development** of YouthLink Scotland.
- To **work collaboratively with partners and other YouthLink Scotland staff** across the organisation in order to deliver effective and integrated services.

- To **represent the organisation** in key meetings and networks with members, key stakeholder and external partners and other duties as delegated by the Senior Management Team.
- Other duties as delegated by the Senior Management Team.

Knowledge

- Understanding of current digital technology platforms and tools.
- Understanding of media, marketing, publications and communications.
- Understanding of digital technologies, tools and software.
- Understanding of a range of software programmes and computer-based systems.
- Understanding of risks, safeguarding and ethical issues of working with young people on digital channels.
- Awareness of the voluntary/charitable sector.

Skills

- Workload management and time management skills.
- Training skills.
- Project management and delivery.
- Creative media production and storytelling.
- Digital design and communication skills.
- Planning and content creation for social media and website.
- Responding to news.
- Computing and information management skills.
- Interpersonal skills.
- Stakeholder engagement.
- Written, copywriting, oral and digital communication skills.
- Information, report writing and analytical skills.

Experience

- Managing communication channels and implementing strategy.
- Management of stakeholder relationships and specific digital operations.
- Online information and communication tools and use such as social networking, video streaming, webinars.
- Writing, creating and editing content for web and social media channels (e.g. Twitter, Facebook, Instagram, YouTube, LinkedIn).
- Innovative practice in the use of digital media.
- Experience of working with information systems, databases and websites.
- Face-to-face work with partners.
- Work at national or local level in project delivery.
- Working with multiple stakeholders on projects.
- Use of design packages such as: Adobe Creative Suite to create digital content (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects).
- Digital marketing methods including analytical skills (e.g. SEO, Google analytics).
- Management of stakeholder relationships and specific digital operations.

Qualifications

- This role would suit someone with qualifications or skills and experience at SCQF Level 9 (Degree Level in relevant discipline desirable Digital Marketing, Systems Change, ICT, Computer Science; Communications, Digital Media).

TERMS AND CONDITIONS

The company offers a 9.5% non-contributory pension scheme. The post will be part home-based and part-based at the YouthLink Scotland offices in Edinburgh. This is a permanent full-time position working 35 hours a week, salary is £41,096 dependent on experience. By its nature, the post will sometimes require work to be undertaken during evenings and weekends. Annual holiday entitlement is 25 days plus 12 public holidays. YouthLink Scotland is an equal opportunities employer.