

Job Description / advertisement

Digital Communications Officer - Scottish Green Party

About the role

Location: Edinburgh - with scope for hybrid working from home

Salary: £24,217 - £29,599 (pro-rata)

Hours: Part time – 15 hours per week (the Scottish Greens operate on a four day / 30 hour working week. This job is a 0.5 full time equivalent post)

Accountable to: Operations Manager

Purpose of role:

The Scottish Green Party is currently experiencing a period of sustained growth in support and membership as a result of our impact in government and our record success in the 2022 local elections. We have consistently punched well above our weight in the digital communications space but intend to take full advantage of this exciting period in Scottish and global politics to further expand our digital reach.

The Digital Communications Officer will join the party's permanent staff team and work closely with the Green Parliamentary Group's communications team to deliver consistently high quality digital content in line with the party's overall communications and political strategies.

Responsibilities

- Delivering digital communications operations for the Scottish Green Party
 - Leading on the creation and editing of high quality video content for multiplatform communications and broadcast output
 - Producing highly engaging graphics, digital assets for live publishing in line with weekly communications schedule and party strategy
 - Knowledge of using original content to grow audiences on video channels including but not limited to YouTube, TikTok, Instagram, Facebook and Twitter including live spaces
 - Monitoring and regularly reporting on social media output and trends to inform content strategy
 - Developing creative new engagement methods for social media accounts
 - Maintaining and growing social media presence in line with the party's digital communications strategy including mentoring colleagues in best practice and useful skills
 - Participate and help oversee robust forward planning to identify content opportunities and plan ahead inclusive of risk assessments, seeking permissions and liaising with colleagues
 - Develop and maintaining key contacts across media, party and key stakeholders
 - Work with the Events & Fundraising Officer to deliver high quality digital fundraising initiatives

- Supporting the wider work of the office team
 - Providing support for general media operations, including responding to media enquiries and drafting of comment and press releases, when required
 - Contributing to content creation for website and mailing list
 - Supporting MSPs and councillors where capacity allows, including in development of local strategies and creation of localised content
 - Brand development specifically in relation to growing audience, membership and media awareness

About You

Essential

- You will have a solid professional background in video creation and demonstrate exceptional shooting and editing skills.
- Be comfortable working to deadlines in a fast-paced, creative environment with high-throughput of quality content
- Knowledge of using original content to grow audiences on video channels including but not limited to YouTube, TikTok, Instagram, Facebook and Twitter including live spaces
- Experience of writing scripts, storyboarding and preparing colleagues for speaking to camera across a range of content types
- Experience managing social media accounts across a range of digital platforms including overseeing best practice of publishing times, tone of voice and fact based content choices using analytics
- Experience of a similar role in journalism, PR, marketing or campaigning
- Ability to work quickly to prioritise tasks and complete them in a timely manner
- A flexible approach to working, with the ability to work as part of a small team and on own initiative
- A good knowledge of the Scottish political system

Desirable

- Professional qualifications in video and / or digital content creation
- Ability to work occasional evenings and weekends to support events such as party conference
- An original approach to content production mindful of working environment and expectations
- Basic knowledge of creating graphics and other templates using platforms such as Canva or similar