

Digital Communications Officer (part time: 0.6FTE) – Job Description, Person Specification and Application details

Job title: Digital Communications Officer (part time: 0.6 FTE/3 days per week)

Reports to: Gemma Lawrence, CCS Producer

Salary: £23,000 pro rata (£13,800), plus a contribution to a personal pension, matching the employee’s contribution, up to a maximum of 3% of salary

Start date: 1st April 2017 (subject to agreement between employee and employer)

Contents

| | |
|---|---|
| About Creative Carbon Scotland and the role | 1 |
| Equalities | 1 |
| Application process | 1 |
| Job Description and Person Specification | 2 |
| Job Description..... | 2 |
| Person Specification..... | 3 |

About Creative Carbon Scotland and the role

Creative Carbon Scotland (CCS) is a charity initiated by Festivals Edinburgh and founder members the Federation of Scottish Theatre and Scottish Contemporary Art Network. Our vision is of a Scotland where the essential role the arts and culture have in achieving the transformational change to a sustainable future is fully recognised, developed and utilised. Our Mission is to connect the arts and culture with others working towards transformational change in society’s thinking on climate change

Digital communications play an increasingly important role in achieving CCS’s mission and objectives. The Digital Communications Officer will take a lead on managing current digital platforms and tools and developing new content and resources to ensure our outcomes are achieved across cultural and sustainability sectors, as well as managing the Communications Strategy with the CCS Producer. In the coming years, the Digital Communications Officer will also lead on the development of the CCS website (anticipated re-launch 2019).

Equalities

Creative Carbon Scotland is committed to equalities and welcomes applications from all qualified candidates. See our Equalities policy at <http://bit.ly/2iE85Lr>

Application process

Please fill in our online application form by midnight on Sunday 26th February. Your application must include:

- Your CV
- Evidence of how you fit the person specification outlined in the Job Description Pack via the online application form.
- a maximum of three examples of your relevant work, either copies or links

- confirmation that you have completed the Equal Opportunities monitoring survey at <http://bit.ly/2iE85Lr> – the information provided is anonymous and will not affect your application in any way.

Interviews will be held on the 9th March in Edinburgh.

Job Description and Person Specification

Digital Communications Officer

Salary: £23,000 pro rata (0.6FTE) + up to 3% of salary in pension contributions matching employee's contributions

Reports to: Gemma Lawrence, CCS Producer

Responsible for: N/A

Hours: Part time (0.6 FTE). A 22.5 hour week with a degree of flexibility on both sides, as some evening and weekend work may be required and busy periods may call for extra hours, with time taken off in lieu during quieter periods. Extra days work are likely to occur around specific project development and delivery.

Flexible working and Job Sharing Creative Carbon Scotland welcomes proposals for flexible working or job-share, subject to the needs of the role being satisfactorily fulfilled.

Holidays: 12 days plus 6 public holidays (20 days/10 days pro rata) to be taken at times agreed with the producer

Place of work: Based at Waverley Court, East Market Street, Edinburgh, but home working and hot-desking may also be necessary. Travel throughout Scotland required.

Contract and notice period: This is a fixed term contract until 31 March 2018. Continuation of the contract is anticipated subject to funding. A probationary period of 3 months will apply, following successful completion of which the full fixed term contract will be confirmed.

Secondments Creative Carbon Scotland is very willing to consider a secondment for this role where this will embed carbon reduction knowledge and work within the cultural sector.

Equipment: A laptop and mobile phone will be provided.

Job Description

Main purpose of job:

- Development and delivery of CCS's digital strategy;
- Development and delivery of CCS's communications strategy with CCS Producer;

Main Responsibilities:

1. Development and delivery of CCS's digital strategy (50%)

- Ongoing maintenance of, and leading on the re-development of CCS website;
- Creation of digital content including video, photographic, graphic and written content, digital resources, stakeholder reports, event documentation, and monthly newsletters;
- Coordination of digital services including public webinars and video conferences;
- Coordination and development of internal I.T. systems and procedures.

2. Development and delivery of CCS's communications strategy (40%)

- Ongoing review and development of CCS's communications strategy with CCS Producer;
- Delivering, with support from CCS team members, a range of promotional materials and online presence for regular projects and events, e.g.
 - Green Tease
 - Green Arts Initiative

- Carbon Reduction Project training Programme
 - Annual Artists' Residency Collaboration(s)
 - Edinburgh Fringe Sustainable Practice Award
 - Management of social media channels including Facebook, Twitter and Instagram;
 - Supporting on the development of an evaluation process to assess CCS' progress in achieving its key objectives;
 - Press & PR.
- 3. CCS Strategy & Team support (10%)**
- Contribute to devising and delivering CCS's overall strategic mission
 - Contribute to weekly team planning and evaluation meetings
 - Assist the wider team with project delivery as appropriate

The list of responsibilities is not exhaustive and the employee may be required to perform duties outside of this as operationally required and at the discretion of the Director.

Please note that during the phase of website re-development, the position hours will likely increase subject to agreement between the employee and employer.

Person Specification

Essential characteristics

1. Substantial professional digital knowledge, experience and skills:
 - a. Experience in website management (Wordpress or equivalent platforms);
 - b. Experience and skills in digital content creation including video, photographic, written and graphic content, digital resources, reports, and newsletters;
 - c. Experience and skills in using editing and design programmes, such as Adobe Photoshop, InDesign and Premiere Pro;
2. Substantial working communications knowledge and experience:
 - a. Experience in developing and delivering successful communications strategies;
 - b. Experience in coordinating communications work with team members;
 - c. Experience in management of social media channels;
3. Ability to lead on the design, organisation and support of public webinars, video conferences and similar;
4. Knowledge of or interest in learning about environmental sustainability/climate change and/or arts/cultural sectors;
5. Excellent time management and planning skills;
6. The ability to work on one's own and as part of a team;
7. Excellent numeracy and literacy;
8. Excellent written and oral communication skills;
9. Flair and imagination.

Desirable characteristics

10. Experience in managing website re-development and working with contracted companies to deliver website development;
11. Experience in coordinating internal I.T. systems and procedures;
12. Experiencing using Google Analytics and similar tools for evaluation of website and social media work;
13. Experience in Press and PR management.