

Digital Communications Officer Job Description

Location	Musselburgh with occasional travel to other locations in the UK
Reports to	Head of Communications
Direct reports	None
General overview	<p>Digital channels are crucial to Scottish Land & Estates reaching a broader audience with its messages, engaging in debates of interest and understanding the environment in which it operates.</p> <p>The post holder will be responsible for managing, creating and editing written and visual communications across social media, our website and newsletters to build the profile of the organisation and its members, and to mitigate reputation threats.</p>
Main duties and responsibilities	<p>Identify opportunities, and use these to further SLE's messages</p> <p>Produce written and visual content, including text, photos, videos and graphics to ensure a continuous stream of high-quality material which can be used across SLE's digital communications channels and repurposed for other channels</p> <p>Actively seek and maintain relationships with appropriate profiles online</p> <p>Maintain SLE's photo and image library</p> <p>Manage the weekly member newsletter including writing and co-ordinating content and images</p> <p>Liaise with partner and stakeholder organisations on opportunities for joint activities or on handling issues of mutual interest</p> <p>Produce content and campaign plans across multiple channels in collaboration with team colleagues</p> <p>Monitor social media and key online outlets (excluding media) for relevant content and opportunities</p> <p>Working in partnership with the web development supplier, identify and implement opportunities to improve SLE's SEO practice</p> <p>Plan and deliver paid-for social media campaigns</p> <p>Ensure all digital communications are brand compliant and in line with our tone of voice</p>

<p>Other duties</p>	<p>Identify measurable objectives and key performance indicators and report on progress towards these, in agreement with senior colleagues</p> <p>Support the Head of Communications and other colleagues as required, especially during busy periods or absences</p> <p>Build capabilities within the rest of the team through sharing best practice and developing skills</p> <p>Carry out any other activity as required to support SLE's communications strategy as appropriate to a role of this level and scope</p>
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