

Digital Communications Officer Person Specification 2019

	Essential	Desirable
Education/Qualifications	Degree in a relevant discipline or professional PR qualification with equivalent work experience	Digital communication qualification
Experience	<p>Two years' strong, recent experience of creating, promoting and evaluating social media and web content and identifying trends</p> <p>Experience of creating and delivering digital communications plans</p> <p>A demonstrable track record of improving an organisation's use of social media channels including Twitter, Facebook, LinkedIn and YouTube</p> <p>Experience of using tweet scheduling tools</p> <p>Experience of evaluating performance and campaigns for social and web, including Google Analytics</p> <p>Experience of using Mailchimp or similar</p> <p>Experience of using CMS such as Drupal</p>	<p>Experience of working in a membership organisation</p> <p>Experience of using SurveyMonkey or similar</p> <p>Experience of other communications disciplines for example media relations</p>
Skills/Knowledge	<p>Ability to create and deliver written content plans</p> <p>Ability to manage campaigns across a range of channels</p> <p>Excellent writing and editing skills for social and web,</p>	<p>Knowledge of the rural sector</p> <p>Knowledge of the Scottish and UK media and political landscape</p> <p>A good understanding of SLE and its operating environment</p>

	<p>including accuracy and attention to detail</p> <p>Ability to recommend effective uses of new or existing tools to improve SLE's digital presence</p> <p>Basic photography and photo editing skills</p> <p>Basic filming and film-editing skills</p> <p>Basic budget and project management skills for delivering paid-for campaigns</p> <p>Solid knowledge of Google Analytics and SEO</p> <p>Solid grasp of Microsoft Office applications, particularly Outlook, Word, Excel and Powerpoint</p>	<p>Intermediate/advanced photography and photo-editing skills</p> <p>Advanced filming and film-editing skills</p> <p>Knowledge of Google Adwords and PPC</p> <p>Design skills using Adobe or similar</p>
Aptitudes/Attributes	<p>Motivated, proactive and enthusiastic</p> <p>Creative</p> <p>Able to build relationships with colleagues at all levels</p> <p>Willingness to provide occasional out-of-hours support</p>	
Other		Member of CIPR