

Job Description

Post

Digital Communications Assistant Manager

Purpose of the post

To help develop and implement digital communications for various uses across the organisation, including creating content, monitoring, and scheduling on all internet-based platforms.

Person specification

You will have a passion for the Bible and knowledge of the church in Scotland. You will have experience of working in a fast-paced communications environment. You will be a content creator, writer, and social media communicator.

Experience with automation, paid promotions and Adobe editing software would be advantageous.

Faith requirement – to engage with existing and new SBS audiences, this role carries an occupational requirement that the post-holder is a Christian. An understanding of the different Christian communities in Scotland and playing an active part in the spiritual life of the organisation is vital to this role.

Summary of the essential duties and responsibilities of the post:

Website

- Manage the online content of the Scottish Bible Society (SBS), ensuring the website content is current and updated.
- As required, with colleagues, develop new website content including video, images, storytelling, and infographics.
- Ensure all web-based supporter appeal content and information is accurate and visually compelling.
- Monitor the web-based shop facility, downloadable resources and support the Project Co-Ordinator in organising digital resources.
- Support external agencies for website maintenance and digital development.
- Compile reports on analytics, web-based tracking and user engagement behaviour.
- Work with Head of Communications to implement vision and goals through digital communication avenues.

Social Media

- Manage all SBS social media channels, ensuring content is accurate, within brand guidelines and with clear mission goals.
- Generate social media content, including posts, images, carousels, reels, stories.
- Act as the point of contact for any breaches of social media protocol or inappropriate content.
- Keep a watching brief over external social media for mention of or tagging of SBS.
- Use of social media for planned and targeted campaigning to raise the profile and work of SBS.
- Stay aware of any trends that could help SBS in developing relevant audience across social media.
- Attend SBS events/collaborations to produce content and raise SBS profile.

Electronic and Printed Communications

- Implement the content strategy for routine SBS e-mails, reflecting content from across the organisation, including written copy, collecting stories and scheduling.
- Work with the Fundraising team to ensure electronic appeals are timely and the content compelling and accurate.
- Work with the Bible Engagement team to implement a calendar to market all resources.
- Play an active role in writing for the print magazine 'Transform'.

Digital Design

- Develop and design content for digital use, using platforms such as Canva as well as Adobe Suite, Photoshop, InDesign, Illustrator, Premier, After Effects.
- Support the Communications team in developing digital materials.

Working Conditions

- Full-time role, 35 hours per week.
- Normal office hours, Mon-Fri, 9am to 5pm, are based primarily in Edinburgh.
- Hybrid working in office three per week (Tue – Thurs) and home 2 days (Mon and Fri).
- Flexible working conditions can be agreed with line manager.
- Some weekend and evening commitments are required with time off in lieu.

The Scottish Bible Society Values

At The Scottish Bible Society, we are:

- Mission focussed
- Bible-centred

These values are upheld by our staff team and encouraged with our volunteers.