

JOB ADVERT

Digital Communications & Marketing Officer

We are looking for a Digital Communications & Marketing Officer to join our busy Communications and Marketing team to deliver our activity across all our social platforms, e newsletters and websites.

The ideal team member will have previous experience in a digital team/agency or marketing and communications role. They will have a pro-active approach to developing their skills and staying a head of best practice and new developments. They should have a passion for the 'why', a can-do attitude, meticulous attention to detail, outstanding problem-solving skills but be absolutely a team player.

ABOUT SCOTLAND FOOD & DRINK

Scotland Food & Drink is the industry leadership body for the sector. At our heart are over 460 members. Leading the Scottish Food & Drink Partnership means we enable a unique platform for collaboration between industry and the Scottish Government to help drive responsible growth and secure Scotland's reputation as a land of food and drink.

At Scotland Food & Drink our culture is very important to us. We believe working with us should be a hugely positive experience and we live and work by our core values:

Ambition – we are passionate about making a difference.

Collaboration - our impact comes from harnessing the individual strengths of our people and our partners, forging a strong team spirit. We have each other's backs.

Respect – we all set the tone, taking personal responsibility for our actions, embracing empathy and generating a world class external reputation.

Balance - work is important, life is everything. Success is doing both well

Job summary

Reporting to the Head of Communications and Marketing, this role is integral to the development and delivery of the digital marketing, communications and event and member communication plans.

From monitoring and analysing social media across all channels and for all campaigns, writing and delivering engaging and informative e-newsletters that consistently hit the mark, to ensuring our websites are up to date with relevant content and provide the best user experience.

This role requires an enthusiastic and passionate individual who can work to multiple deadlines across multiple projects.

DUTIES & RESPONSIBILITIES

Website

1. Be the go-to person for uploads of new content to the SF&D websites. Working with the wider comms team (and SF&D departments) to ensure all content across the website is up to date and relevant and delivers effective and timely communication for their areas/remits.
2. Ensure that user journeys are clear and simple and make recommendations to the wider comms team for improvements. Where required you will work with our external agency to project manage any significant design or architecture changes required.
3. Ensure upload of all campaign content for the website, creating landing pages and working closely with the social media officer/freelancer and our agencies to maximise the user experience on the website.
4. Ensure the website is delivering best practice for SEO and usability and using Google Analytics and other available reporting resources (including SEO tools) to provide quarterly analysis of SF&D website activity to help inform forward planning of content plans and setting of KPI's for website performance.
5. Ensure that all links and errors are identified and rectified working with the IT manager where required.
6. Lead the projects to integrate Fortnight and Excellence Awards microsites into the main SF&D website.

Social media

1. Monitor all SF&D social media activity across all channels to ensure that appropriate content is re-shared and responses are handled appropriately or directed to the relevant person.
2. Monitor all staff social media activity on behalf of SF&D to ensure it is appropriate, providing guidance on best practice if required and supporting with briefing of agreed key messages and images for campaigns and activity where required
3. Ensuring the digital freelancer is managed effectively, any unplanned social content/ad hoc requests are created and published, and all planned content is uploaded into Hootsuite, standing in during holidays and busy periods, including out of hours when requested
4. Working closely with the digital freelancer, wider comms team, PR agency, creative agencies and Partnership stakeholders to maximise the communications across all our social channels
5. Working with the Head of Communications and Marketing to develop and deliver the social media strategy with clear goals for SF&D social media campaigns, agree KPI's and metrics to measure success and report back at the end of campaigns. Making recommendations for improvements across all social channels on a quarterly basis plus specific monthly reports.

Membership communications

1. Working with the comms team and wider SF&D teams to create and deliver engaging and relevant membership communications to retain and attract food and drink and affiliate members
2. Responsible for the creation and issuing of SF&D member newsletters, including for the SF&D Partnership's The Knowledge Bank service, working closely with SF&D colleagues to gather content and ensuring content is presented to a high standard
3. Forward planning the schedule with wider team to ensure the e-newsletters are integrated into the wider Communications calendar and membership stewardship programmes
4. Ensuring membership communications are on brand and message, supplying approved copy for renewal letters etc to the membership administrator and ensuring membership booklets, leaflets, certificate design etc are up to date
5. Applying best practice and on-going testing and learning is used to ensure e-newsletter KPI's are met including growing the database and increasing open and click through rates. Ensuring we are GDPR compliant and ensuring integration with the CRM system where applicable

ESSENTIAL SKILLS AND EXPERIENCE

- A minimum of 2-3 years' experience working in a similar role
- Understanding of effective digital communications and a keen desire to keep up to date with the latest trends, technologies and developments.
- Success of this post relies on the ability to be exceptionally organised and manage one's own workload and deadlines
- Time management and efficient working practises are necessary due to the high-intensity, fast-paced nature of the role. As is an excellent attention to detail.
- Strong communications skills, both written and verbal
- The ability to work well in a team, as well as across the rest of the organisation and external stakeholders
- Ability to negotiate to establish priorities, agree outputs and responsibilities, timelines and report on progress.
- Excellent IT skills, including using Content Management Systems, email marketing systems, social media tools and web analytics.
- Develop experience of website development and management.
- Develop knowledge and experience in a digital communications role, to include experience of achieving desired targets, monitoring social media, using a CMS system and reporting on impact.

DESIRABLE REQUIREMENTS

- Marketing or digital communications qualification
- Previous experience managing or working with external agencies (PR, creative, etc.)
- Experience working with multiple stakeholders both internally and externally, including senior stakeholders would be an advantage
- A passion for continuous learning and always looking to develop your skills and experience
- Interest in the Scottish food and drink industry

Salary: £25,000-28,000

Annual Leave: 25 days (plus 10 bank holidays)

Working hours: 5 days a week with flexibility in working hours

Location: Ratho Station, Edinburgh (hybrid office-home working available)

Applications close: Friday 15 October.

Please send CV and covering letter to: HumanResources@foodanddrink.scot

Interviews will take place w/c 25 October and preference would be to do these in person if possible.