

# Job Description



**Scottish  
Wildlife  
Trust**

<b>Title</b>	Digital Communications Officer
<b>Based</b>	Harbourside House, Leith / Home working option available
<b>Status</b>	Full-time, 18-month fixed term
<b>Dept/Region</b>	External Affairs
<b>Line Manager</b>	PR & Communications Manager

## Our Mission

For over 50 years, the Scottish Wildlife Trust has worked with its members, partners and supporters in pursuit of its vision of healthy, resilient ecosystems across Scotland's land and seas. The Trust successfully champions the cause of wildlife through policy and campaigning work, demonstrates best practice through practical conservation and innovative partnerships, and inspires people to take positive action through its education and engagement activities. It also manages a network of around 120 wildlife reserves across Scotland and is a member of the UK-wide Wildlife Trusts movement.

## Our Values

- We are pioneers
- We are always learning
- We act with integrity
- We are evidence-based
- We are impact focused
- We are collaborative

## Overall Purpose of the Role

This exciting new role in the Trust's Marketing & Communications team will focus on two key areas;

1) To oversee development of the digital aspects of Nextdoor Nature, an exciting new initiative funded by the National Lottery Heritage Fund to create a network of community-led nature recovery projects across the UK, improving the lives of people from some of the most disadvantaged areas in the country and leaving a lasting natural legacy in honour of the Queen's Platinum Jubilee. This role will oversee the development of an online learning platform that will be used to deliver a Community Leadership Programme in Scotland, as well as the development of an online Nature Recovery Showcase that highlights case studies from communities across Scotland that are taking action for nature.

2) To improve our core digital communications by creating high-quality digital content that engages and inspires our supporters, implementing automation and personalisation features to streamline communications and provide the best supporter experience possible.

### Key Success Areas

- Overseeing development of an online learning platform suitable for delivering a Community Leadership Programme
- Overseeing development of the Nature Recovery Showcase that highlights case studies of community-led action for nature
- Successfully implementing integrations across our core digital platforms
- Creating high-performing automated communications that help to move supporters along a defined journey of engagement

### Main Objectives

#### Nextdoor Nature (50% of time)

- To oversee the development of an online learning platform that will play a core delivery role in a Community Leadership Programme in Scotland, with a keen focus on user experience and accessibility.
- To oversee the development of an online Nature Recovery Showcase that highlights best practice examples of community-led action for nature.
- To work with other Nextdoor Nature project staff to collate case studies of best practice community-led action for nature to feature on the Nature Recovery Showcase.
- To support the Nextdoor Nature Communications and Engagement Officer in developing digital assets for the project.
- Undertake other tasks as appropriate that support the delivery of the Nextdoor Nature project.

#### Core communications

- To create engaging and personalised digital content to facilitate a strong journey of engagement for every supporter
- To configure integrations between the Trust's digital marketing platforms (e.g. Wordpress, WooComerce, Mailchimp, Eventbrite)
- To configure automated digital marketing workflows that lead to greater engagement rates with supporters
- To configure and maintain tracking pixels and other available tools (e.g. Google Analytics) to track the success of digital campaigns

#### Other tasks

- To manage the websites and social media accounts of our major projects as and when required
- To support the PR & Communications Manager with day-to-day digital communications tasks (e.g. social media, eNewsletters, event notifications)

### Key Internal & External Contacts

#### Internal:

- PR & Communications Manager
- Engagement Manager
- Head of Communications & Engagement
- Nextdoor Nature – Partnerships Officer
- Nextdoor Nature – Community Engagement Officer
- Nextdoor Nature – Communications & Engagement Officer
- Director of External Affairs
- Individual Giving Manager
- Digital Fundraising Officer

**External:**

- Existing and potential partner organisations
- Trust’s web developers at RedPaint
- Community leaders from disadvantaged areas

**Qualifications, Experience (essential/desirable)**

The successful candidate will ideally:

- Have proven experience in a similar environment or qualifications in a relevant discipline
- Have proven success in producing high-quality digital marketing communications
- Be proficient in managing social media accounts and web-development projects, using tools such as a Content Management Systems
- Have experience of managing supporter data across multiple platforms and use of integrations between digital marketing platforms
- Have relevant experience of using and creating content for an online learning platform

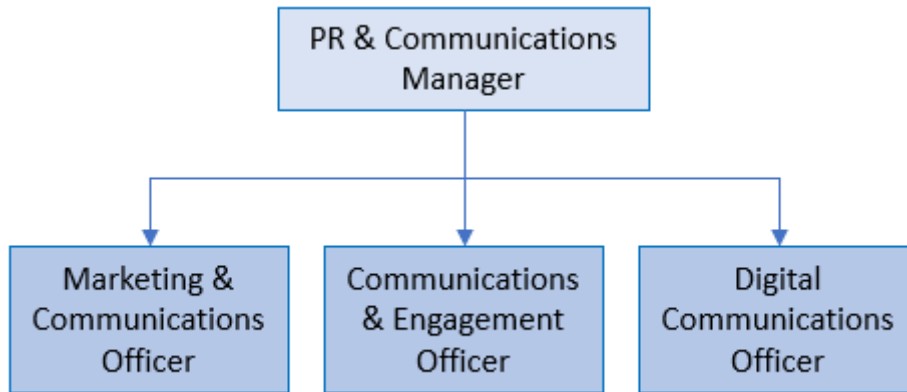
Key competencies	Essential	Desirable
Technology (IT)	<ul style="list-style-type: none"> <li>• Good knowledge of Microsoft Office applications (Word, Excel, Powerpoint)</li> <li>• Familiarity with online collaboration applications (Outlook, Teams, Sharepoint, Zoom)</li> <li>• Experience of using website CMS (ideally Wordpress)</li> <li>• Experience of using email marketing platforms (ideally Mailchimp)</li> <li>• Be proficient in managing social media accounts</li> <li>• Experience of co-ordinating web-development projects</li> <li>• Be proficient in installing tracking pixels on websites to establish campaign success</li> <li>• Have previous experience of using analytics tools to establish the success of a marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of using design software (Adobe Creative Suite)</li> <li>• Experience of managing an online learning platform such as LearnDash</li> </ul>
Organisation and planning	<ul style="list-style-type: none"> <li>• Be able to prioritise a busy workload and complete tasks in a timely manner</li> </ul>	
Communication (writing/spoken)	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills</li> <li>• Creativity and flair</li> <li>• Attention to detail and a focus on quality</li> </ul>	<ul style="list-style-type: none"> <li>• Copywriting skills</li> <li>• Design skills</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• A team-based approach</li> <li>• Be able to engage communities with</li> </ul>	

	nature and develop a skills-building programme for disadvantaged and/or minority audiences	
Commitment to organisational culture, values and vision	<ul style="list-style-type: none"> <li>• Empathy with the aims of the Scottish Wildlife Trust</li> <li>• Empathy for equality, diversity and inclusion in all aspects of communications</li> </ul>	

Additional Requirements	Essential	Desirable	Not applicable
Right to work in the UK	x		
Full Driving Licence			x
Protection of Vulnerable Groups membership			x
First Aid Certificate			x
Credit Check			x

<b>Author</b>	Pete Haskell Head of Communications & Engagement	<b>Date</b>	April 2022
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## Team Structure



Nextdoor Nature is a movement-wide initiative from The Wildlife Trusts funded by the National Lottery Heritage Fund.

