



scottish credit and
qualifications framework

Job Description

Job title:	Digital Communications Officer (part time)
Contract:	Permanent, 21 hours per week
Location: from home	Hybrid - 201, West George Street, Glasgow + flexible working
Salary Band:	£26,500 - £35,000
SCQF Level:	7/8
Reporting to:	Head of Communications and Partnerships

Job purpose

The role will lead on delivering a range of digital marketing activities aimed at improving engagement and understanding of the SCQF across all relevant stakeholders.

Main tasks:

- Develop and implement a budgeted Digital Marketing Plan that integrates with the Communications and Marketing Strategy/ incorporates research on digital impact and results that ensure objectives are achieved.
- Manage and develop the website as a key communication tool for a range of audiences including in-depth monitoring
- Work with contractors where necessary to ensure the website is fit for purpose and flexible to respond to new areas of development that enhance the end user's experience.
- Ensure that the SCQF is fully represented and optimised via social media, managing paid campaigns as well as organic content in order to develop the SCQF profile.
- Produce engaging content targeted to a variety of audiences.

- Monitor, analyse and report on analytics for both social media and the SCQF website and find creative ways to further improve engagement and raise awareness
- Produce the SCQF E-zine on a bi-monthly basis and work with the team to grow the mailing list.
- Work with colleagues and the Communications and Marketing Officer to develop and promote case studies for different sectors highlighting the benefits of engagement
- Conduct reviews to ensure that the promotional materials and websites of partners are accurate in their messaging of SCQF and produce reports for relevant sector bodies
- Work with communications staff of SCQF partners and other associated organisations across Scotland and beyond to assist with accurate and consistent messaging of the SCQF
- Work with colleagues to develop a yearly blog plan which will tie in with the PR plan and will promote the work of the SCQFP and encourage understanding of and engagement with the SCQF across all sectors

Person specification

Essential criteria

The post holder will:

- demonstrate a commitment to the values of integrity, quality, partnership working, inclusiveness and respect
- possess excellent written communication skills in relation to developing promotional material
- be well organised and self-motivated in their day to day work
- Understanding approaches to market segmentation and tailoring messaging to distinct audiences
- be a team player, with good interpersonal skills
- have experience of website development and maintenance
- be proficient in developing social media strategies
- have a thorough understanding of social media platforms and the ability to create and run paid advertising campaigns
- have experience of interpreting and presenting analytics
- possess an eye for detail and have editing experience
- knowledge of content management systems such as Umbraco and Wordpress for web and social media

Desirable Criteria

- Previous experience of working with Google Ads
- An understanding of/previous experience in education or lifelong learning
- An understanding of the SCQF