

JOB DESCRIPTION

POSITION	Digital Communications Coordinator
REPORTS TO	Senior Digital Communications Coordinator
DEPARTMENT	Communications
DIRECT REPORTS	None
CONTRACT	Permanent

VISION, MISSION AND VALUES

Our Vision
 A Scotland where all people value science and technology to inform decision making, empower individuals and enrich lives.

Our Mission
 To be an essential bridge between citizens and science and technology. To inspire people of all ages to explore and understand the world around them, to discover and enjoy science and understand its relevance to their own lives.

Our Values
 Are at the heart of our business and underpin all that we do. They define who we are, how we work, what we believe in and stand for.

- **We strive for excellence** to be the best we can be to make a positive impact on society.
- **We are inclusive** and want to make GSC a welcoming, respectful and supportive community for everybody.
- **We innovate** by being proactive, inquisitive and always ready to learn and improve.
- **We collaborate** to build relationships with our community to empower and support lifelong learning together.

ROLE PURPOSE

To support the strategic aims and objectives of Glasgow Science Centre (GSC) with responsibility for the organisation’s social media strategy and community management on a day-to-day basis.

Take a proactive approach in building and managing GSC's profile with social media influencers.

KEY RESPONSIBILITIES

- Develop and implement GSC's organic social media strategy.
- Build and engage GSC's audiences on social media channels with appropriate content and interaction.
- Manage GSC's social media content calendar and source relevant news, national/international key dates/activities aligned with-GSC.
- Provide social media training and support to the wider GSC team.
- Use social media management tools to manage interactions with customers, monitor and evaluate social performance along with the wider team.
- Responsible for content styling, copywriting, video production, photography and image editing for all social media activity.
- Monitor and comment on social media contributions from followers and fans.
- To source and build relationships with social media influencers relevant for GSC.
- Support the maintenance and creation of digital content as needed.
- Contribute to digital analytics reporting as needed.
- To alert the Communications team to any issues, negative or contentious comments that are starting to show on social media.
- To keep informed about trends and developments in social media, communications, and marketing, and maintain a current knowledge of best practice.
- To work with the wider team on coverage of events at GSC on social media.
- To implement the GSC 5-star Customer Service promise. Offer a fun, safe and welcoming environment to all customers.
- To work within the guidelines of GSC's Health and Safety policy and procedure.
- To carry out other reasonable duties/tasks as required, to deliver and meet the objectives of your team and GSC.

PERSON SPECIFICATION

COMPANY CONFIDENTIAL

0141 420 5000 | glasgowsciencecentre.org
50 Pacific Quay | G51 3EA

Qualifications, Skills, Experience and Knowledge	Essential	Desirable
Degree educated in a relevant field or equivalent industry experience	x	
Experience in a social media role, in a client or agency environment	x	
Experience in education, STEM-related or tourism industry sectors		x
Demonstrable track record of leading and delivering against goals set in social media campaigns	x	
Excellent writing, editing and proof-reading skills and strong ability to communicate in the right tone of voice	x	
Excellent organisational, interpersonal and relationship building skills	x	
Experience in creating engaging digital content that resonates with the intended audience	x	
Experience in evaluating and reporting on the success of social media campaigns		x
Experience in the training and support of non-technical users in the use of social media to communicate their events and activity to relevant audiences		x
Personal Qualities		
<ul style="list-style-type: none"> • A high degree of commitment to GSC's vision, mission and values. • A great team player who enjoys working with different departments and people across an organisation. • Ability to prioritise and work to tight deadlines. • Proactive and a quick learner. • Able to work flexible days / hours (including Weekends / Bank holidays / Evenings) to meet overall deadlines and needs of GSC, both within and out-with your own department. • A passion for excellence, creativity and innovation. 		

- Ability to prioritise and work to tight deadlines.
- A positive approach that focuses on completing tasks.