NATIONAL GALLERIES OF SCOTLAND

**MARKETING & COMMUNICATIONS**

Digital & Social Media Officer

Full time, Permanent

Salary £26,719 - £29,182 per annum (Band 6)

Plus generous benefits package

Hybridworking

**ABOUT THE ROLE**

We’re looking for someone to generate creative social media content which engages our target audiences. The Digital and Social Media Officer creates, sources, plans and schedules content across our digital and social media channels. They collaborate with colleagues across the organisation to commission, develop, gather and produce engaging content for our audiences on all our social and digital media channels. They monitor and evaluate social media engagement, ensuring our content is accurate and accessible; and they coordinate publishing across our channels. They also provide expertise on emerging channels and best practice.

**THE DIFFERENCE YOU’LL MAKE**

* Develop and deliver a comprehensive social media plan, taking account of our full audience offer including exhibitions, the permanent collection, education, research and trading.
* Edit, source and coordinate the publishing of content across our social media channels, which include Facebook, Instagram, Twitter, TikTok, LinkedIn and Trip Advisor.
* Create and support the production of engaging, audience-focused social media content, including live video.
* Collaborate with colleagues in marketing, press, curatorial, education and trading to gather, edit and schedule content in line with organisational priorities.
* Track measurable engagement goals to include reach, interaction, sentiment, influence and click through.
* Maintain and safeguard brand consistency across channels.
* Manage scheduling tools to ensure content is effective and timely, cross-posting where relevant.
* Research and stay abreast of developments in user-generated content and social media (including live video, blogging, consumer reviews, content curation and discussion forums), and provide advice on best practice.
* Listen, monitor and report on social media activity.
* Advise the organisation on best practice on social channels, working with colleagues in the Marketing and Communications team, in the case of ad-hoc crisis situations.

**WHO WE ARE LOOKING FOR**

When applying and answering our quick question please tell us more about you, how you meet the requirements, and what you will bring to the role. This will be your opportunity to stand out as well as tell us what you are looking for from us. To succeed in this role, you’ll need the following range of knowledge, skills, and experience:

* Experience in creating and producing audience-focused digital and social media content across a range of platforms.
* Experience of producing short form video for social channels.
* Understanding of current social media trends and tools
* Experience of digital and social media evaluation and analysis.
* Working knowledge of content creation and publishing tools such as Canva, Sprout Social, Hootsuite, Tweetdeck, Facebook Creator Studio.
* Experienced in writing, proof-reading and editing (text, images, audio and video).
* A passion for creating exciting and engaging content.
* High standard of accuracy and attention to detail in a busy working environment.
* Excellent time and work-schedule management and the ability to work on several tasks at any one time.
* Demonstrable ability to work collaboratively, across departments and as part of a team.

**Desirable**

* Experience of working with social influencers and partners
* Understanding of Scottish art and culture.
* Experience of using art and museum collection database systems.
* Knowledge of accessibility best practice for digital and social channels.
* Knowledge of copyright requirements in the use of images online.

**ABOUT US**

The National Galleries of Scotland (NGS) is home to one the world’s finest collections of art, which ranges from the Middle Ages to the present day. Our spectacular buildings house the world’s greatest collection of Scottish art, and a world-renowned collection of Scottish and international photography, welcoming many visitors to our three principal sites in Edinburgh: the Scottish National Gallery, the Scottish National Gallery of Modern Art, and the Scottish National Portrait Gallery. The National Galleries of Scotland aims to preserve, display, and augment the collections for the enjoyment and education of the widest possible public and to maintain NGS as a centre of excellence.

This is an exciting period of renewal for NGS, as we move forward with our engaging strategic vision that puts our audience at the heart of what we do.

We’re making it our mission to broaden our impact, matching our rich collections, expertise and creativity to the needs and wants of our visitors. We’re finding new ways to connect with more people, and creating an innovative, inclusive organisation that can meet the challenges of our ever-evolving world.

‘Art for Scotland: Inspiration for the world’ is Our Vision. Inclusive, original, and ambitious – we will make the national collection accessible to all and inspire curiosity across the world.

At NGS we are committed to looking at how we operate as well as how we engage with our visitors and communities. We want to play our part in tackling the Climate Emergency. We will ensure Equality, Diversity, and Inclusion (EDI) is embedded across our organisation, ensuring everyone feels a sense of belonging and can be themselves.

NGS are working towards reducing our environmental impact and aim to have net-zero carbon emissions before 2045. Our response to the Climate Emergency and EDI is integral to our work and all our colleagues and departments play a part in achieving this. Our primary Climate Emergency focus areas are engaging our communities, improving our operations, and adapting to future climate changes.

**WHAT’S ON OFFER FOR YOU**

Our colleagues will tell you great things about working here. We aim to ensure the National Galleries of Scotland is a great place to work, where our people thrive in a culture where we are trusted, empowered, and engaged to achieve our true potential. We want to tell you what we can offer you. We offer a range of benefits to promote healthy working lifestyles for all our colleagues. Details specific to this role are:

**Salary**    
£26,719 - £29,182 per annum. Starting salaries will normally be at the minimum rate depending on experience.

**Hours**    
37 hours per week excluding a one-hour unpaid lunch break each day.

**Holidays**    
When you first join, you’ll get 25 days annual leave per year plus 11.5 public and privilege holidays pro-rata depending on hours. After 5 years your annual leave will increase to 30 days.

**Where you’ll be based**

You’ll be based at the Scottish Gallery of Modern Art One, 75 Belford Road, Edinburgh. Free car parking is available on site.

**Pension**    
We are a [Civil Service Pension](https://www.civilservicepensionscheme.org.uk/?msclkid=c66726e5d05f11eca5bc876f849a8989) employer. You get to choose if you want a defined benefit or stakeholder pension. The benefits of joining the scheme include [generous employer contributions](https://www.civilservicepensionscheme.org.uk/your-pension/managing-your-pension/contribution-rates/) to your future pension, life assurance, and options to increase your pension. If you join the alpha Civil Service pension scheme our contribution will be 27.1% for this role.

**Other benefits**

Family friendly working policies, free or discounted entry to various visitor attractions, staff discount at our shops and cafés, Cycle to Work Scheme, wellbeing support and services including our Employee Assistance Programme.

*Please note that the successful candidate will be subject to Basic Disclosure Scotland security clearance.*

**The closing date for completed applications is Monday, 23 January 2023**

Interviews will be held week commencing 6 February 2023.

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