

Role: Social Media Apprentice	Region / Department: Audience & Support
Reports to: Social Media Manager	Pay Band: 2 Lower (£24,960 pro-rata, per annum)
Location: Edinburgh/Hybrid	Type of Contract: 18 month Fixed Term, 40 hours per week
COST CENTRE:	ACTIVITY CODE:

Context

The National Trust for Scotland is the charity that cares for, shares and speaks up for Scotland's magnificent heritage. Since 1931, we've pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. We're Scotland's largest membership organisation and we're independent from government.

The Audience & Support team works closely with colleagues across Scotland to protect, enhance and build the Trust's reputation, positioning our charity as a leader in protecting and sharing Scotland's natural, cultural and historic places for everyone to enjoy. By listening to our audiences and placing them at the heart of what we do, we grow support for our charity; increasing membership, inspiring visits and generating vital income through philanthropic work.

Job purpose

This role, providing a Diploma in Digital Marketing at SCQF Level 6, supports and delivers social media activity to help the Audience & Support Directorate and the wider Trust achieve its key objectives.

The post-holder will play a key role in planning, launching, and managing the National Trust for Scotland's TikTok channel. They will bring the stories from across the Trust to life through engaging social media content as part of the Trust's brand, marketing, communications and audience strategies.

Through hands-on experience and structured learning, they will gain skills in content planning, data analysis, and audience engagement.

Key responsibilities and accountabilities

1. Research best practices for non-profits on TikTok and present recommendations.
2. Support the Social Media Manager in developing a strategy tailored to TikTok's unique trends and audiences.
3. Oversee the creation, scheduling, and posting of engaging, trend-driven TikTok content that highlights the Trust's stories, work and places, and aligns with the Trust's brand and mission.
4. Collaborate with property teams and other departments to curate story ideas and visuals for TikTok.
5. Actively monitor TikTok trends and hashtags to ensure content remains relevant and engaging.
6. Respond to comments and engage with followers to build a vibrant TikTok community.
7. Monitor, track and report on performance for internal and external evaluation.
8. Support the management of the Trust's other national social media accounts, including content creation, scheduling, community management and data analysis.
9. Develop skills in line with the SCQF Level 6 Diploma in Digital Marketing, including 65 credits for mandatory and optional units, covering:
 - Principles of Social Media Advertising and Promotion;
 - Content Marketing;

- Marketing on Mobile Devices;
- Principles of Social Media within a Business;
- Analyse and Report Data.

Required qualifications, skills, experience & knowledge

Qualifications

Essential

- Participating in the SCQF Level 6 Diploma in Digital Marketing as part of this role.
- National 5 (or equivalent) in English.

Desirable

Driving Licence, valid for driving within the UK

The current duties of this job do not require a criminal records (Disclosure Scotland) check to be carried out.

Experience

Essential

- A proactive approach with problem solving skills.
- Good teamwork and communication skills.
- Demonstrable experience of our core values (brave, caring, curious, inclusive, vibrant).
- Experience of creating visual and written content for social media
- Competent user of Microsoft Office applications
- Ability to manage time efficiently and effectively in an environment of changing priorities.

Desirable

- Interest in heritage and conservation.
- Passion for social media and an understanding of TikTok trends and culture
- Experience of filming or video-editing for social media
- Competent user of Adobe Creative Cloud applications

Dimensions and scope of job

People Management

- No line management responsibility
- Close working relationship with A&S, property teams and other Directorates
- Work with Marketing and PR agencies and external consultants as required
- Post holder will be in regular contact with a wide range of internal and external stakeholders

Financial Management

None

Tools / equipment / systems

Training will be provided for all the below:

- Microsoft Office systems including OneDrive, Teams, Excel

- Social media management and native platforms
- Image and video editing software

Key performance indicators and targets

- Successful launch and growth of the Trust's TikTok channel
- Contributes to key Audiences & Support KPIs including a range of brand metrics, as well as visitor, membership and fundraising targets
- Completion of all coursework and assignments for SCQF Level 6 Diploma in Digital Marketing

Place in organisational structure:

Audience & Support – Communications

The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

Applications

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk, by Sunday 26th January 2025.

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Gardener - Culzean"