Job Information

Digital Content and Social Media Manager (Ref: 622621)

To apply you should read this information about the job, the application process and complete the application form.

The closing date for completed applications is 6 March 2019

About the Parliament

The Scottish Parliamentary Corporate Body (SPCB) ensures that the Parliament has the property, staff and services it needs. The SPCB is made up of the Presiding Officer and four MSPs who are appointed by the Parliament. It makes decisions on a wide range of issues to do with running the Parliament. It also employs the staff who work for the Parliament.

Parliamentary staff are not civil servants. They are independent of the Government and provide an impartial service to MSPs of all political parties. There are many groups of staff performing a variety of tasks. These roles range from clerks who advise MSPs on detailed matters of parliamentary procedure, to security and IT staff. The Clerk/Chief Executive is the Parliament’s most senior official. The Chief Executive has the ultimate responsibility for ensuring the Parliament runs smoothly and efficiently. You can find out more about the Parliament on our website.

About the Post

We are recruiting for two full time fixed term vacancies (12 months). Our normal working week is 37 hours but we currently operate a wide variety of work patterns successfully balancing lifestyle choices with business requirements. All requests for part time or flexible working hours will be seriously considered.

This post is part of the Web and Social Media Team, which is part of the Research, Communications and Public Engagement group. With overall editorial control of the Parliament's online channels, the team manages and develops digital content and is responsible for taking forward the strategy and operational plans for the website and agreed social media platforms. This includes digital marketing, monitoring, analytics and reporting, and the provision of expert advice, guidance and support to content editors throughout the organisation.

The successful candidate will join the team at an exciting time, as we seek to develop our online channels to meet the Parliament’s online and public engagement strategies. We wish to put users at the centre of our journey, exploiting digital technologies to raise awareness of, and facilitate meaningful engagement with, the work of the Parliament.

We are looking for 2 experienced creative individuals with an excellent awareness of current developments in the digital and social landscapes, and a proven track record in managing and developing engaging online content. You will work alongside team members who will be seconded
part-time to help deliver the new website to ensure that our current digital communication services are sustained and continue to evolve.

**Duties**

As well as contributing to the day-to-day running and development of the Parliament’s social media channels, you will be responsible for producing high-quality digital content based on audience insight and for providing expert advice and guidance to other staff. You will also be responsible for working with team members on the planning, delivery and reporting on digital engagement and marketing campaigns to support public engagement in the work of the Parliament. This includes providing guidance and support to parliamentary committees.

**Skills, Knowledge and Experience required**

You will be an enthusiastic, highly motivated individual with substantial experience of digital communications. You will also have excellent communication skills, a flexible approach to work and the ability to work efficiently under time pressures.

You must be able to provide evidence to demonstrate the following:

**Web and social media**

- Experience in using content-management systems and providing guidance, support and training to users;
- Providing technical support as well as practical advice on how to improve web content;
- Proven ability to plan and create impactful content in a range of web and social media channels;
- A creative and strategic mind with a passion for using social media to engage with targeted user groups;
- Excellent awareness of current developments in the digital and social landscapes;
- Experience of creating and using video content on social media;
- Experience of recording, editing and outputting podcasts;
- Good understanding and practical experience of tools and equipment to assist with video and AV content production, including recording and editing;
- Delivering innovative and user-focussed services and functionality;
- Knowledge of, and practical experience of applying, web standards including accessibility and metadata;

**Digital Marketing, Search Engine Optimisation and Analytics**

- Experience in developing and running effective digital marketing and/or engagement campaigns;
- Analytics and reporting, using both quantitative and qualitative data to measure effectiveness and to inform planning and decision making;
- Engaging with and building online audiences via SEO (search engine optimisation) and targeted marketing;

**Teamwork and collaboration**

- Strong interpersonal skills and ability to build relationships and influence colleagues and stakeholders both online and offline;
- The ability to contribute positively to the work of the team and ability to work flexibly and responsively in a fast-paced changing environment;
• Ability to plan and prioritise workload, delivering focussed outputs under pressure;
• Experience of delivering training to people, including the collation of supporting materials;

Parliamentary and political awareness

• A good understanding of the work of the Scottish Parliament and the political landscape in which we operate;
• Ability to apply political judgement when planning and creating online copy.

Use section 5 of the application form to provide evidence of these qualities.

Salary

If you are successful, you will normally be offered a starting salary at the minimum of the applicable grade range shown below.

<table>
<thead>
<tr>
<th>Minimum</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3 (Max)</th>
</tr>
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<tbody>
<tr>
<td>£33,037</td>
<td>£35,413</td>
<td>£37,789</td>
<td>£41,777</td>
</tr>
</tbody>
</table>

You will progress at the rate of one scale point per year provided you are performing your duties to the required standard. Your progression date will be the anniversary of taking up the appointment in the grade. You will be paid monthly in arrears by Bank Credit Transfer directly into your bank or building society account on the last banking day of the month.

Other Information

Hours

The way the Parliament works means that different groups of staff work varying hours and patterns. You may have to work longer hours when Parliament is sitting and reduced hours during recess periods. For this reason we have very progressive flexible working hours (FWH) arrangements. You will be required to work within these arrangements.

Notwithstanding your individual working pattern, if you are employed on a full time basis, you will be contracted to work 1,623.6 hours per year. This is the equivalent to a 37 hour week, excluding breaks, annual leave and public and privilege holidays. If you work on a part-time basis, you will be required to work the number of hours specified in your appointment letter.

Bandwidths are the hours within which staff may work and accrue time under the FWH arrangements. The bandwidth is from 7:00am to 8:00pm for all work areas and from 7:00am to 10:00pm for Sub Editors, the Deputy Editor and the Editor in the Official Report.

Annual Leave

Your annual leave allowance will be 30 days. Our annual leave year runs from 1 September to 31 August. If you take up your appointment during the course of the leave year, your annual leave allowance will be proportional.

In addition, you will also receive 11½ days public and privilege holidays. They are normally taken at fixed times of the year. If you are required to work on a public or privilege holiday overtime arrangements will apply.
If you work on a part-time basis, your annual leave and public and privilege holiday entitlement will be pro-rated.

As with working hours, there may be restrictions on annual leave when Parliament is sitting. In any event you may not take annual leave unless it has been agreed, normally in advance, with your line manager.

**Pension**

Unless you choose otherwise we offer the opportunity to join the Civil Service pension arrangements, which include a valuable range of benefits. We will make substantial employer contributions towards your Civil Service pension. More information can be found on the Civil Service Pensions website at [www.civilservice.gov.uk/pensions](http://www.civilservice.gov.uk/pensions).

**Age**

The SPCB does not operate a retirement age policy. This means that there is no upper age limit beyond which you would be automatically retired and you are free to continue in employment for as long as you wish subject to the normal rules concerning Performance, Attendance and Conduct.

**Travelling and Other Expenses**

We pay travelling and other expenses if you incur them whilst on official duty. However, we will not reimburse the cost of normal daily travel between home and office.

**Probation**

You will be on probation for six months. Confirmation of your appointment is dependent on the satisfactory completion of this probation period, taking into account your job performance, conduct and attendance.

**Outside and Political Activities**

As an employee of the SPCB, you may not take part in any activity that would in any way conflict with the interests of the Parliament or be inconsistent with your duties and responsibilities.

You may not take part in national political activities, although you may seek permission to take part in local political activities. If permission is granted, it will be subject to the observance of general rules relating to possible conflicts between your official responsibilities and your political activities.

**Health and Safety**

The SPCB is committed to promoting health and safety as a priority issue. Its aim is to take appropriate and reasonable steps to ensure that it conducts its business in such a way that employees and other people who may be affected by its work are not exposed to risks to their health and safety.

**General Data Protection Regulation**

For further details on how we will process your personal data please refer to the [HR Workers Privacy Notice and SPCB Recruitment Privacy Notice](#).
The Application and Selection Process

Our recruitment policy is based on the principle of fair and open competition and selection on merit. Each application is assessed in the same way, against the same, agreed criteria for the vacancy in question.

Short-listing

Each application is given a score and a final short-list is agreed by the selection panel. The applicants that receive the highest scores will be invited to interview (with the exception of candidates who apply under the Disability Symbol Scheme who may be invited if they receive the minimum acceptable score.

Will you pay interview or assessment expenses?

Unless we have stated otherwise in the advert, we do not reimburse travel or other expenses you incur in attending an interview or assessment with us. We are happy to explore alternative arrangements if this causes you difficulty.

Progress of Vacancies

Keep track of what stage we are at with vacancies on our website

Disability

We guarantee to interview any disabled applicants who meet the essential requirements for the job they’ve applied for. The essential requirements for this job are described under the section “Skills, Knowledge and Experience Required”. This means that if you meet any qualification or experience criteria that we have set, and are assessed as providing “acceptable” evidence of the skills and qualities asked for we will automatically invite you to interview. If you have a disability and would like to talk to us about any aspects of this job please get in touch using the phone numbers or addresses listed above.

Referees

Please do not send references or testimonials with your form. If you are successful, we will approach previous and/or current employers for a reference. We can only make a formal offer of employment once we have received these references. If you have no employment history we may approach any school, college or university you have attended.

Health Assessment and Security Clearance

If you are successful at interview you will be asked to complete a health assessment form. If necessary we may ask you to attend a medical assessment. Assessments are carried out by our occupational health supplier in the Parliament building. The reason why we carry out a health assessment is to make sure that the job you have applied for is suitable for you. It is also to find out if we need to carry out any adjustments to help you do the job.

Security clearance is required for this post. If you are successful we will ask you to complete a security questionnaire. This form will explain our security vetting policy. We can only make a formal offer of employment once the security clearance process is complete.
Suggestions

We want all applicants to feel that they have been treated fairly, even if they are not appointed. If you have any comments or suggestions about the way in which this recruitment campaign has been handled, we would really like to hear from you.

Email Applications

On-screen applications should be e-mailed to: jobs@parliament.scot. All e-mails are automatically acknowledged. Please note that evidence of sending an e-mail does not automatically mean that we have received it.

**If you do not receive our automatic response within 24 hours of submitting your application by email, please contact us immediately.**

Visa and Work Permits

There are no nationality restrictions on who the SPCB employs. You must however check whether there are any restrictions on your stay or your freedom to take or change employment in the United Kingdom before you apply for a post. If you are successful at interview we will carry make a complete enquiry into your eligibility to work in the United Kingdom.

Please note that this document is provided for information only and does not form part of the SPCB's terms and conditions of employment.

Equal Opportunities

The Scottish Parliamentary Corporate Body is committed to promoting equality of opportunity and treatment and to eliminating unfair discrimination in its employment practices. It will seek to ensure that all job applicants and staff are treated fairly, with respect and without bias. No job applicant or employee will receive less favourable treatment than others because of her or his: gender; gender identity; sexual orientation, marital or family status; racial group (includes colour, race, nationality, national or ethnic origin), religion, religious belief, or a similar philosophical belief (or lack of any of these); disability (unless such treatment is objectively justified); age (subject to retirement practice age); part-time or fixed-term contract status (unless such treatment is objectively justified); and trade union membership status/activities.