

## Person Specification

**Job Title:** Digital Engagement Co-ordinator

(Full-Time @ 35 hrs p/wk)

**Job Ref:** YSDEC24

	Essential	Desirable
<b>1. Educational/Professional Qualification</b>		
<a href="https://www.sqa.org.uk/sqa/files_ccc/Guide_to_Scottish_Qualifications.pdf">https://www.sqa.org.uk/sqa/files_ccc/Guide_to_Scottish_Qualifications.pdf</a>		
Qualified Degree level or equivalent.		✓
Educated to HND level.	✓	
<b>2. Career Experience</b>		
Experience in a communications role.	✓	
Experience of developing publications in both print and digital formats.	✓	
Experience of producing content for organisational social media accounts including: Twitter, Facebook, Instagram and YouTube.	✓	
Experience of delivering social media campaigns.	✓	
Experience of promoting and supporting events.	✓	
Experience of working with designers, printers and web-agencies.		✓
Experience of working in a membership organization.		✓
Experience of the voluntary youth sector.		✓
<b>3. Specialist Knowledge/Experience</b>		
Excellent copywriting and editing/proofing skills.	✓	
Familiarity with social platforms X/Twitter, Facebook and Instagram.	✓	
Practical skills in email marketing, including list management, segmentation, automation and use of email marketing tools such as Mailchimp.	✓	

	<b>Essential</b>	<b>Desirable</b>
Practical skills in using website content management systems (CMS), Email marketing tools (Mailchimp/Campaigner or similar).	✓	
Experience with social media dashboards (Hootsuite or Sprout).		✓
Creation of creative, using apps like Canva or similar.		✓
Film editing and production.		✓
<b>4. Skills/Aptitudes/Potential</b>		
Excellent communication skills – verbal and written.	✓	
Excellent attention to detail.	✓	
Ability to work under pressure and meet deadline.	✓	
An ability to plan, meet targets with minimum supervision, use initiative and make decisions.	✓	
Good interpersonal skills and ability to work as part of a team.	✓	
A 'can do', flexible approach.	✓	
<b>5. Personal Circumstances</b>		
Willingness to work very occasional evenings and weekends.	✓	
Self-motivated and enthusiastic.	✓	