



## Job Description:

<b>Job</b>	Digital Communications Manager
<b>Hours per week</b>	35
<b>Service</b>	Engagement & Innovation
<b>Team</b>	Communications
<b>Job location</b>	Hybrid (1-2 days per week at Balloch HQ)
<b>Line Manager</b>	Strategic Communications Manager
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### Key purpose

This role leads the strategic development and delivery of digital communications for the National Park Authority, ensuring our digital presence is creative, accessible, informed by user needs and aligned with the organisational priorities set out in the National Park Partnership Plan and our Corporate Plan.

In this role, you will lead on the creation of and monitoring the performance of impactful and accessible digital content. You will manage the delivery of key projects including the redesign and ongoing development of our website and the digital aspects of engagement campaigns, while championing digital-first and accessibility best practice and innovation across the organisation. You'll adopt a user-centred approach to your work and

### Key accountabilities

- Oversee the delivery and ongoing development of a new, accessible National Park Authority website, managing external suppliers, liaising with the Scottish Government's Digital Assurance Office, leading an internal project team using Agile methodologies and ensuring a user-centred approach throughout.
- Lead the development of a digital content strategy, overseeing the creation and delivery of content outputs that are high quality, consistent in brand and tone of voice and adhere to best practice guidelines on content design, accessibility and usability.

- Review the criteria and mechanisms to evaluate the effectiveness of digital communications activity, ensuring goals and metrics are set for each owned channel and individual campaigns.
- Work with the Media and Campaigns Manager to develop and deliver integrated campaigns and 'always on' communications activity that supports National Park priorities and meets user needs.
- Collaborate with teams across the organisation and external partners and stakeholders to mine for 'good stories' and content opportunities that support the team and organisation's wider strategic objectives.
- Co-develop internal communications outputs, reviewing existing tools to ensure that our staff and our Board Members are kept up to date with the broad spectrum of work that the National Park Authority is involved in.
- In tandem with the Media and Campaigns manager and wider team, contribute to the delivery of the National Park Partnership Plan, Corporate Plan and engagement on other strategic work, supporting as required with the engagement of audiences.
- Embed best practice in digital engagement and accessibility within the team and across the organisation, using insight on the latest industry developments and learning from evaluating our work.
- Manage budgets for digital projects and content creation and when required, lead on targeted digital and social media campaigns, both organic and paid-for.
- This role involves some line management responsibility and active contribution to the ongoing development of the team and its work.
- Undertake any other duties appropriate to the grade as required.

## Person specification

Assessment Areas	Essential Criteria	Desirable Criteria
<i>Relevant Experience</i>	<ul style="list-style-type: none"> <li>• Experience of delivering digital projects including website design and delivery.</li> <li>• Experience of planning and delivering strategic digital communications campaigns, ensuring integration and alignment with offline communications and engagement work.</li> <li>• Experience of applying user insight to develop communications strategies and evaluating effectiveness using the appropriate tools.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of applying service design principles.</li> <li>• Experience of applying the Digital Scotland Service Standard.</li> <li>• Experience of working with Scottish Government's Digital Assurance Office.</li> <li>• Experience of applying and raising wider awareness of the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 and Web Content</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of motivating and leading team members in a busy, fast-paced environment.</li> <li>• Demonstrable experience successfully managing a variety of projects including those involving multiple digital suppliers/specialists.</li> <li>• Confident with digital technology with experience of using social media management, digital evaluation tools and open-source content management systems.</li> <li>• Experience of managing internal and external stakeholders.</li> </ul>	<p>Accessibility Guidelines (WCAG) 2.2/2.2AA.</p> <ul style="list-style-type: none"> <li>• Experience in client-side digital role(s)</li> <li>• Experience of project managing digital projects in an agency role(s).</li> <li>• Agile project management skills, particularly in the delivery of digital-first projects.</li> <li>• Experience of utilising Customer Relationship Management tools to track engagement</li> </ul>
<i>Specific Skills, Abilities and Qualities</i>	<ul style="list-style-type: none"> <li>• Understanding of user-centred design principles.</li> <li>• Articulate with excellent interpersonal and influencing skills.</li> <li>• Proactive self-starter with initiative to use feedback and insight to continually improve work.</li> <li>• Excellent verbal and written communications skills.</li> <li>• Ability to think creatively when solving problems and inspire this approach in others.</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of content design principles.</li> <li>• Understanding of issues relating to Loch Lomond and the Trossachs National Park and its audiences</li> </ul>
<i>Required Qualifications</i>	<ul style="list-style-type: none"> <li>• Degree in digital, communications or a related discipline; or equivalent level of management experience within a digital communications role.</li> </ul>	
<i>Any Additional Job-Related Requirements</i>	<ul style="list-style-type: none"> <li>• Flexible approach to working hours as occasional out of hours work will be required. This includes 'on call' Comms responsibility during peak season (approx. one weekend in four)</li> </ul>	