



DIGITAL COMMUNICATIONS OFFICER

(12 month fixed term contract)

- Location:** Perth Base / Hybrid
- Reports to:** Marketing and Communications Manager
- Hours:** 37.5 hours per week
- Salary:** £30,000 - £32,000 per annum
- Contract:** Fixed term for 12 months
- Benefits:**
- Pension: 12% employer's & 5% employee's contribution (after 3 months' service)
 - Annual Leave: 36 days (incl. public holidays) + an extra day for your birthday (plus additional long service days)
 - Death in Service Benefit: 4 times annual salary
 - Optional Private Medical Insurance and Cashplan
 - Employee Assistance Programme
 - Enhanced Maternity/Adoption/Paternity Pay
 - Access to Blue Light Card
 - Learning & Development Opportunities
 - Hybrid Working

Working for Scotland's Charity Air Ambulance

Scotland's Charity Air Ambulance (SCAA) exists so no one in Scotland suffers or dies because medical help can't get there in time.

People can get sick or have accidents anywhere and anytime. But in Scotland there are places where urgent medical help cannot reach people. Or help gets there too late. And when lives are at risk every minute matters.

As a charity we rely on donations from the Scottish public, companies and communities to ensure that urgent medical help gets to the patient when it is needed, wherever they are and at whatever time of day.

We are seeking a creative, proactive and highly organised **Digital Communications Officer** to join our Marketing and Communications team on a **12-month maternity cover contract**.

Working closely with the Marketing Communications Manager, Marketing Communications Officer and colleagues across the charity, the successful candidate will play a key role in creating compelling digital content that showcases the impact of SCAA's life-saving service. With a strong focus on video production, the role will be responsible for developing engaging content across our digital channels, helping to raise awareness, grow audience engagement and support fundraising activities. This is an exciting opportunity for an experienced digital communicator who enjoys storytelling. You will work directly with patients, supporters, fundraisers, operational crew and charity colleagues to capture and share powerful stories that bring our mission to life.

This role is based at Perth Airport, Scone, with regular travel throughout Scotland to attend events, visit operational locations and capture content opportunities. SCAA supports flexible and hybrid working arrangements - our current approach typically includes two office days per week. The usual hours of work will be Monday - Friday, 9am - 5pm.



DIGITAL COMMUNICATIONS OFFICER

Scotland's Charity Air Ambulance

Our Ambition

No one in Scotland should die because help cannot get there in time.

Our Mission

To save lives through the urgency and quality of our response to time-critical emergencies.

Our Vision

To provide a valued, sustainable, leading edge national air ambulance service that is integral to emergency services in Scotland.

Our Ethos

Fast, professional, responsible, innovative, visible.



Our Values

Excellence

We raise the bar through professionalism, ambition and innovation. We deliver an exceptional service that is compassionate, trusted and life-saving.

Compassion

We treat people with compassion, respect and care, placing individuals and communities at the heart of every decision we make.

Commitment

We show commitment by working together with shared purpose, supporting each other and our communities to make a meaningful and lasting difference.

Trust

We build trust by being reliable, accountable and professional, acting with integrity and delivering safely when people need us most.

About the Role

As Digital Communications Officer you will:

- Support on the creation of engaging digital content, with a particular focus on video production, to raise awareness of SCAA's life-saving service.
- Capture and share compelling patient, supporter and crew stories that demonstrate the charity's impact across Scotland.
- Grow audience engagement and reach across SCAA's social media channels, including Facebook, Instagram, TikTok, LinkedIn and X.
- Create content that supports fundraising campaigns, appeals, events and supporter engagement initiatives.
- Produce high-quality video and photography assets for use across digital and marketing channels.
- Develop and maintain engaging website and social media content that reflects the charity's activities and priorities.
- Work closely with colleagues across the charity to identify and deliver impactful storytelling opportunities.
- Monitor and report on digital communications performance, supporting the delivery of SCAA's Marketing and Communications Strategy.

Please refer to the full job description for more information

General Responsibilities

- Maintain and improve competencies through continuous professional development.
- Work collaboratively with staff across the charity and key partners.
- Work effectively and efficiently to administration, communication, health and safety protocols and policies to ensure that organisational systems and procedures are implemented.
- Abide by organisational policies, codes of conduct and practice as described in the Staff Handbook.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or schemes or staff etc.
- Perform other associated duties as may arise, develop, or be assigned in line with the broad remit of the post.
- Be prepared to travel throughout Scotland and occasionally beyond to meet the needs of the business.



About You

Essential:

- Proven experience working in video content creation and production within an in-house or agency environment
- Strong ability to record, edit and supply short and long form video content on phone and camera, with a focus on social media
- Excellent written and oral communication skills to produce material for a range of audiences and purposes.
- Experience of creating excellent content that resonates with audiences and expands digital reach.
- Ability to follow latest trends in social media, ideally with demonstrable proof of having significant impact on one or more platforms.
- Track record of creating content for and managing social media accounts across a range of channels including Facebook, Instagram and TikTok.
- Passionate about creating user-friendly and accessible digital communications.
- Excellent knowledge of video production software programmes for example Adobe Premier Pro, Capcut or equivalent.
- Excellent interpersonal skills with the ability to work independently and collaboratively across teams.
- Excellent customer service skills when delivering projects and communication outputs for stakeholders
- High level of attention to detail, including when working under pressure.
- Creative approach with practical and problem-solving skills.
- Experience of taking and editing photos.

Please refer to the full person specification and job description for more information

Join Us!

Application

To apply for the role please email the following to Susie Crocker at Recruitment@scaa.org.uk

- your **CV** and **covering letter**— outlining your suitability for the role, your relevant experience, your motivations for applying and how you heard about this vacancy. We advise you to refer to the 'About You' section and use this to explain your suitability for the role.
- Equality, diversity and inclusion monitoring form (optional)

As an equal opportunities employer, SCAA is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join SCAA.

If you have any specific questions about the role then please contact: David Lyon at d.lyon@SCAA.org.uk

Application deadline is 5pm on Sunday 1st November 2026.

Please note that we may close this vacancy early if we receive sufficient applications so we encourage applicants to submit their application as soon as possible.

Interviews

Interviews will take place at our base at Perth Airport in Scone during either the week commencing 2nd or 9th November 2026.