



JOB DESCRIPTION & PERSON SPECIFICATION

POST:	Digital Communications Officer
LOCATION:	Hybrid (Perth) / Minimum 2 days in the office
RESPONSIBLE TO:	Marketing and Communications Manager
HOURS:	Full-time 37.5hrs per week.

ROLE PURPOSE

The Digital Communications Officer is responsible for creating and delivering digital content with a focus on video production for Scotland's Charity Air Ambulance, helping to raise awareness of the charity's purpose, impact and fundraising via the Marketing and Communications Strategy. The post holder will pro-actively generate engaging content for distribution across digital communication platforms, delivering compelling stories that showcase the impact of SCAA's life-saving service.

This role will also provide support to the ongoing management and growth of digital communication channels, including social media, website and digital campaigns. Through effective digital content delivery, the role will support brand awareness, stakeholder engagement and fundraising objectives, helping the charity ensure no one in Scotland dies because help can't get there in time.

KEY RESPONSIBILITIES

Content Creation

- Develop and support the creation of digital content, including short and long-form video, copywriting, digital design and animations, to increase awareness of the charity's work and strengthen engagement with audiences.
- Sourcing, interviewing, writing and editing of patient stories that bring the charity's purpose to life, while expanding the patient story database, ensuring

stories are gathered ethically, and all appropriate safeguarding, consent and data protection measures are adhered to.

- Work proactively with the crew and charity staff to identify opportunities for video content, film and edit high-quality videos with a large focus on short-form content that increase reach, engagement and understanding of the charity's impact and mission.
- Capture high-quality photography to maintain an up-to-date image library to ensure that the charity has a diverse range of compelling visual assets to support marketing, fundraising, communications and website content.
- Support the development of video and animation content requirements for fundraising campaigns, appeals and events, helping to drive engagement, supporter participation and income generation.

Social Media

- Support and drive increased engagement and follower growth across social media channels including Instagram, Facebook, Tiktok, LinkedIn and X in collaboration with the Marketing and Communications Officer
- Provide communications and supporter stewardship support for digital challenge events, campaigns and appeals, ensuring participants feel engaged, valued and motivated throughout their challenge journey.
- Develop and deliver engaging social media content that nurtures relationships with existing supporters while attracting and engaging new audiences.
- Assist in the planning, delivery and evaluation of paid media campaigns to maximise audience reach, engagement and campaign effectiveness.
- Create audience-focused content for the range of channels, ensuring communications are engaging and aligned with the charity's tone of voice

Website

- Support the ongoing maintenance and updating of website content, when required, ensuring information remains accurate, relevant and reflective of the charity's current priorities and activities.
- Research, write and edit news stories for website publication, that showcase the charity's work and keep supporters informed and engaged. .

Stakeholder Communications, Collaboration and Reporting

- Liaise with charity staff and crew to develop engaging content.
- Work collaboratively with the Marketing Communications Manager, Marketing Communications Officer and PR & Media Officer to maximise communications effectiveness across all channels
- Lead on proactive digital content planning, supporting the delivery of the Marketing and Communications Strategy through effective prioritisation, monitoring and reporting.
- Support the delivery of video and digital content requirements of organisational priority activities, campaigns and departmental strategies, helping to maximise awareness, engagement and impact of the SCAA purpose and brand.

- Coordinate and enhance the briefing process for internal video production requests across all departments, ensuring projects are effectively planned, priorities and delivered to meet organisational needs.
- Produce digital highlights reports for the charity, that demonstrate the impact and effectiveness of communications activity.
- Support the proofreading of marketing materials, publications and email communications distributed by the Marketing and Communications function, to ensure content is accurate, professional and aligned with the charity's brand and messaging.

GENERAL RESPONSIBILITIES

- Maintain and improve competencies through continuous professional development.
- Work collaboratively with staff across SCAA and with external stakeholders.
- Work effectively and efficiently on areas of administration, communication, health and safety and people 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.
- Always operate in a professional way, dealing with issues in the most appropriate way, in keeping with a nationally recognised Scottish charity.
- Treat with confidentiality any personal, private or sensitive information about individual organisations and or schemes or staff etc.
- Carry out 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.

Any additional duties will normally be to cover unforeseen circumstances or changes in work and will usually be compatible with the regular type of work. If an additional task or responsibility becomes a regular or frequent part of the job, it will be included in the job description in consultation with the post holder.

AREA	ESSENTIAL	DESIRABLE
Qualifications	Degree-level qualification in digital communications, journalism, communications or a related discipline, or equivalent demonstrable professional experience.	Membership of, or active engagement with, a relevant professional body such as the Digital Marketing Institute or Institute of Videography.
Experience & Knowledge	- 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.	- Good understanding of the charity and fundraising landscape in Scotland or further afield. - Experience of communications within an emergency services, healthcare, aviation or other safety-critical environment. - Good understanding of media compliance landscape and patient/data confidentiality protocols.
Skills & Competencies	- 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	- Experience working with a website Content Management System. - Ability to use a Canon professional camera or equivalent - Knowledge of report writing and dashboard creation - Knowledge of data protection, copyright and website accessibility issues. - Charity sector knowledge

	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.	and experience.
Other	• Keen to advance learning and development opportunities across variety of digital communications channels and trends. • Commitment to the mission, values, and ethics of the charity sector. • Able to travel regularly throughout Scotland, including to operational locations and video production opportunities at short notice. The ability and willingness to travel independently is required.	