



# Digital Content Officer

**Closing Date: Wednesday 6 November 2024, midday**

**Expected Interview Date: 21 November 2024**

## Recruitment Reference:

HES/24/212

## Starting Salary:

£32,110 per annum

## Salary Range:

£32,110 - £37,874 per  
annum

## Pay Band:

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## Directorate:

Marketing and  
Engagement

## Location:

Longmore House,  
Edinburgh

## Line Manager:

Ali George, Senior  
Digital Content Officer

## Contract Type:

Fixed term until 31  
March 2026

## Working Hours:

Full time, 35 hours per  
week

Thank you for your interest in the post of Digital Content Officer with Historic Environment Scotland (HES), based at Longmore House, Edinburgh. This is a fixed term and pensionable appointment.

In this varied job, you'll have the chance to create digital content for social media and web that promotes our heritage for all message to millions of people across the globe.

## About us

We are the lead body for Scotland's historic environment; a charity dedicated to the advancement of heritage, culture, education and environmental protection. We're at the forefront of researching and understanding the historic environment, and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

## Our Vision

Our vision is that Scotland's historic environment is cherished, understood, shared and enjoyed with pride by everyone.

## Our Priorities

- The historic environment makes a real difference to people's lives
- The historic environment is looked after, protected and managed for the generations to come.

- The historic environment makes a broader contribution to the economy of Scotland and its people
- The historic environment inspires a creative and vibrant Scotland
- The historic environment is cared for and championed by a high performing organisation.

## Overview of the post and information about the team

This post sits within the Marketing and Engagement Directorate which encompasses communications, marketing, learning, commercial activity, and visitor experiences. The Communications function has responsibility for delivering the vision and success of the organisation via key messages and content, to our target audience and through the most effective communications channels to support the direction and delivery of the organisation, its strategies, and its role as the lead public body for the historic environment.

We have a multi-functional and fully integrated communications service, ranging from digital media, digital communications, public affairs, media relations and PR, audience and stakeholder engagement and analysis, community relations, photography and film production, management of promotional filming at our sites and the photographic library.

### Digital Team

The Digital team sits within the Communications function and is currently a team of twelve. We are responsible for the management and maintenance of our digital estate, which includes websites, apps, social media channels and blogs. As a central resource, the Digital team manage digital engagement across the organisation to deliver corporate, statutory and commercial objectives.

We make sure the work of HES is easily found and accessible to a worldwide audience of over one million users a year. We integrate digital technology into HES products and services, analyse performance to drive user-focused decisions and continuously develop websites and social media channels to help make sure everyone can access Scotland's history and heritage online.

Importantly, we also provide advice and guidance to help our colleagues feel comfortable and confident using digital tools in support of their work.

### The Post

The content section of the team comprises three Digital Content Officers reporting to a Senior Digital Content Officer. We manage multiple blogs and brand social media channels including Facebook, X (formerly Twitter), Instagram, LinkedIn and YouTube. This includes content creation and analysis, as well as responding to enquiries and building engagement with users across the world. We also offer support to staff across the country to tell the story of their diverse work digitally, working with everyone from apprentices to senior management.



## Key responsibilities, duties and objectives

- Develop, create, project manage and deliver inspiring digital content with our audiences at the heart – from tailored social media posts to supporting the production of our Lintel eNewsletter.
- Use Hootsuite to contribute to the day-to-day management of our corporate social media channels, including responding promptly and appropriately to queries from followers.
- Research, write, commission, edit and proof long form posts for the HES blog.
- Social video production, including storyboarding and script writing.
- Ensure all content is aligned to our brand language, meets our digital content standards and is relevant for our audiences.
- Analyse and evaluate content performance to identify where communication goals are achieved, aid continuous improvement and inform decision making.
- Contribute to the management of an organic social media budget, including boosting high performing social media posts and managing external content commissioning.
- Collaborate with leads across HES to identify milestones and produce supporting content and campaigns that are relevant, high impact and reach the intended audience. Identify opportunities for boosting our profile online whilst always advocating for data-driven, accessible digital content that meets brand guidelines.
- Support on updating website content, including publications and site closures.
- Work closely with subject expert colleagues to develop reactive responses to questions from a global audience of millions – ensuring the HES brand is inclusive, accessible and transparent.
- Support the development and delivery of the wider Digital, Communications and Social Media strategies.
- Proactively contribute to the development of the team and its role in the organisation, working with colleagues to share knowledge and advice (including regular reporting to the Executive Leadership Team) and representing Digital at meetings with other departments and project teams to establish credibility and trust.



## Post Competencies

You will be assessed against these competencies during our selection process.

### **Core Competencies:**

- Delivering excellent Service – Demonstrating a commitment to quality services
- Teamwork - Contributing to and supporting working together
- Planning and Organising - Putting plans and resources in place to achieve results
- Communication - Communicating appropriately and clearly
- Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria)

### **Management Competencies:**

- Achieving results - Focusing on the delivery of objectives
- Leading a Team/Project/Task – Focusing on leading a Team/Project/Task or developing people.

## Knowledge, skills and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

### **Essential requirements:**

- Excellent written English and ability to make complex language and processes easy to understand.
- Hands-on experience managing social media channels and campaigns, including responding to questions and complaints.
- Experience developing, creating and managing a wide range of content, including on-brand visual assets for video, blogs, email, web and social media.
- Ability to identify good news stories and deliver tailored, cross-channel content on complex topics to deadlines for a range of audiences.
- Experience of creating storyboards, directing and producing short video clips for use on social media.
- Experience in writing and editing newsletters.
- Confident balancing organisational objectives with advocating for our users.
- Able to work with data to inform content decisions.
- Effective time manager with ability to focus energy, drive and enthusiasm to prioritise goals, meet deadlines and manage a demanding workload.

### **Desirable:**

- Experience using Hootsuite in a professional capacity.
- Experience working with a Content Management System (CMS) like Umbraco
- Enthusiasm for Scotland and its history.



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
EACHDRAIDHEIL  
ALBA

- Understanding of User Experience (UX), experience of using User Personas to support content development.
- Enthusiasm for keeping up to date with changing trends and news.
- Experience of working in a large, complex organisation or public body.



## What we offer

We welcome applications from all nationalities, assuming that they have the right to work in the UK: applying for a job with us could open the door to a unique work environment. It will give you job satisfaction and excellent development opportunities, plus a competitive salary, 25 days paid holidays (rising to 30 days after 3 years' service) and 11.5 public holidays a year – pro rata for part time staff.

In addition, we offer a great benefits package to our employees which includes:

- flexible working hours (where appropriate)
- special leave
- maternity/paternity leave
- adoption leave
- reimbursement for relevant professional subscriptions
- support for further education and personal development
- study leave for work related courses
- access to a learning resource centre

## Health and welfare

We offer you access to:

- our Employee Assistance Programme – for confidential advice and counselling
- an occupational sick pay scheme
- discounts at some local authority leisure facilities
- access to a free Headspace membership
- interest free loans for bicycles and annual travel passes (see 'season ticket' below)
- reasonable adjustments when needed, as part of our Equalities policy

## Staff discounts

You will receive:

- free entry to all of our properties (with up to three guests)
- free entry to English Heritage, Manx and Cadw properties
- 20% off purchases in our retail outlets

## Season tickets

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.



## How to apply for this post

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/>

Guidance on completing the application can be found in the 'Guidance notes for applicants' document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form, please email [recruit@hes.scot](mailto:recruit@hes.scot), quoting the job title and recruitment reference, and we will arrange for an application form to be sent to you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact Ruth Quinn, Digital Manager, via email at [ruth.quinn@hes.scot](mailto:ruth.quinn@hes.scot)

We welcome all applicants from under-represented groups within HES. We know from our [equality monitoring](#) that we need to increase our diversity in terms of ethnicity and disability. We also want to address occupational areas where the ratio is disproportionately in favour of women or men. We ask all applicants to complete the Equality Monitoring section of the recruitment paperwork to help us pursue a diverse and inclusive workforce. In support of our Gaelic language plan we welcome applications from Gaelic speakers.

Human Resources  
Historic Environment Scotland