## CITIZENS ADVICE SCOTLAND

## JOB DESCRIPTION

### JOB DETAILS

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| Job Title | Digital Communications Officer  |
| Section | Information  |
| Location | Edinburgh |
| Reports To | Head of Information and Service Communications |
| Work Pattern | Full-time |
| Status | Permanent |
| Date | January 2015 |

### BACKGROUND

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| General | The post is based in the CAS Information section, but will provide support and service to all CAS sections as required, with a particular emphasis on supporting the needs of Policy and Public Affairs section. |
| Staff | No staff management responsibility. Occasional supervision of admin staff and/or volunteers. |
| Budget | Responsible for administering and monitoring the service communications budget. |

### JOB PURPOSE

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| To support and oversee the use of digital communication channels on a day-to-day basis. To support staff in developing skills at using digital communication tools. To make recommendations for the development of digital communications and implement or arrange for the implementation of any agreed developments.The scope of CAS digital communications work includes: CAS website ([www.cas.org.uk](http://www.cas.org.uk)), CAS news email digests, aspects of Adviceguide (our public information system) and AdviserNet (our adviser information system), CAS social media presence, CAB websites making use of the CAS standard template, a range of software as a service tools such as MailChimp, PiktoChart and Buffer, and occasional support for preparation of print media (Photoshop and InDesign). |

### KEY ACCOUNTABILITIES

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| 1. To promote the devolved publishing model and support staff via expert guidance or troubleshooting and one-to-one or group training to create appropriate content which takes full advantage of the features of the channels
2. To publish communications content and more complex postings received from other teams, monitor channels for errors, and fix errors that arise
3. To improve (and encourage / support other staff to improve) the usability of content – writing or commissioning new content; rewriting or reorganising existing content; and removing out of date and duplicate content
4. To promote awareness of the existence and functionality of different channels and, in conjunction with the Head of Information and Service Communications, set CAS strategy and monitor its effectiveness
5. To help the organisation develop understanding, expertise and, where appropriate, use of social media
6. To manage feedback coming in about and/or via the channels and ensure it is dealt with or referred to the appropriate team, including troubleshooting issues identified
7. To monitor, report on and improve the usage and effectiveness of the channels via feedback tools such as Google Analytics
8. To acquire and update necessary digital communications skills and cascade this learning as appropriate, including developing our use software-as-a-service tools
9. To maintain awareness of developments and evolving good practice including free and premium resources and highlight / implement action to maintain or improve quality and/or efficiency
10. To support Scottish bureaux who make use of the CAS standard website template with advice, guidance and training and to contribute to the further development of this template.
11. To administer and monitor the service communications budget.
12. To carry out any other duties which may reasonably be requested by the Head of Information and Service Communication
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### AUTHORITIES AND LIMITATIONS

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| 1. Systems and processes provide framework for activity but job holder can recommend developments in both to Head of Information and Service Communication
2. Issues and risks are escalated to the Head of Information and Service Communications but supervision is not close
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### PROBLEM SOLVING

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| 1. Job holder is expected to be the technical expert within the organisation and to solve problems themselves or source solutions via contacts or the internet
2. Job holder is expected to exercise judgement where possible but issues can be referred to the Head of Information and Service Communication
3. Outcomes of actions apparent in days or weeks
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## PERSON SPECIFICATION

### Essential Knowledge and Experience

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| 1. Experience of developing or maintaining and updating websites
2. Experience of content management systems, ideally including Drupal, WordPress and EPiServer
3. Expertise in the use of social media, particularly Facebook and Twitter, and web usage monitoring tools, particularly Google Analytics
4. General understanding of web technology and willingness and ability to keep up with developments in this area
5. Understanding of good principles and practice in relation to communication and design
6. Good verbal communication skills and ability to present to a variety of groups
7. Good written communication skills and ability to write effectively for the web
8. Ability to communicate potentially complex information simply
9. Experience in developing and delivering training and guidance for users
10. Creative problem solving
11. Ability to plan and organise multiple work demands and meet deadlines
12. Accuracy and attention to detail
13. Ability to operate as a team player and communicate constructively with colleagues
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### Desirable Knowledge and Experience

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| 1. Experience of using HTML and CSS
2. Experience in creating video or audio and for use on a website
3. Experience in using Photoshop or similar to prepare images for the web
4. Experience in using InDesign or similar for creating new or modifying existing print / web materials.
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