



1. Job Details

Job Title	Senior Digital Communications Officer	Hours	30 per week	Line Manager	Head of Communications
Department/ Location	Development Team, Edinburgh	Contract Type	Part-time, Permanent	Salary	£27,000 - £29,849 pro rata, DOE

2. About Thistle

At Thistle we believe in a world of inclusion, free of isolation and loneliness, where a health crisis doesn't mean a life crisis.

Our charity supports people with disabilities and long-term health conditions; to lead good lives and achieve what matters most to them. We believe that everyone in Scotland should have access to our person centred approach to health and wellbeing.

3. About the role

This role sits within the Communications Team at Thistle which is responsible for: brand, marketing, digital communications, design, PR and internal communications. At Thistle we live and breathe our vision and values and the team is passionate about delivering quality, creative communications.

It's an exciting time to join us as we look to grow our digital presence. This role will be key in developing, managing and reporting on the digital communications strategy and digital content. It will involve working closely with the Communications Team and colleagues across the organisation to raise the profile of who we are and what we do including fundraising, recruitment and reaching people who are looking for support.

4. Main Responsibilities

- Working closely with the Head of Communications to develop a digital communications strategy aligned to Thistle's strategic priorities;
- Manage, report on and build Thistle's social media presence including influencing and stakeholder engagement;
- Contribute toward income generation and generate leads for fundraising through social media and other digital platforms;
- Responsible for maintaining and managing Thistle's website and its content, continually looking for ways to improve the user experience and journey;
- Manage the Google AdWord grants and digital and social advertising strategy;
- Producing quality, engaging and creative digital content including video content;
- Monitor/maintain Thistle's presence on externally hosted digital noticeboards;
- Supporting the Head of Communications and Communications Officer in managing Thistle's internal digital communications platforms;

- The role will be responsible for line management of a part-time Digital Communications Officer.

5. Knowledge, Skills and Experience

Essential

- 3+ years working in a social media and/or digital communications role;
- Experience of planning, developing and delivering engaging, creative digital content;
- Proficient in using Google Analytics and experience of Google AdWords;
- Experience of planning and delivering paid social campaigns;
- Experience of using e-marketing platforms;
- Confident in using social analytics to plan, manage and report on performance;
- Knowledge and experience of using CMS;
- Enthusiastic and passionate about digital communication and engagement; staying current with trends, developments and best practice;
- Results driven with strong planning skills and ability to prioritise own workload;
- Strong copy writing skills and attention to detail;
- Flexible, collaborative and comfortable with cross-team working;
- Experience of creating digital stakeholder engagement strategies;
- Managing conflicting priorities.

Desirable

- An understanding or experience of paid digital marketing;
- An understanding of developing and using user experience journeys;
- Experience of producing and editing video content;
- Line management experience;
- Experience of working within charity sector.

6. Key Contacts and Relationships

- The Thistle team;
- Partners and stakeholder including funders;
- The Thistle community (people we support and our volunteers) and Thistle supporters;
- Agencies.

7. Additional information

- At Thistle we work in a hybrid working environment, between home and our Craigmillar office (13 Queens Walk, Edinburgh EH16 4EA) ;
- The role holder will occasionally be required to work evenings/weekends in line with specific events or activities;
- This is a permanent, part-time (30 hours per week) position;
- This post is subject to a PVG Disclosure.

8. Thistle Approach – Core Competencies

Competency	Description
Understanding self	In order to work well with people we need to develop a good understanding of ourselves and the impact we have on other people. Being genuine, respectful and listening with empathy to other people’s perspectives lies at the heart of all our interactions. We believe this practice is nurtured by the ability to continually reflect on ourselves and the impact we have on others.
Building person-centered relationships	In order to be genuinely person-centered we need to be able to develop supportive, collaborative and enabling relationships. We also believe that people are the experts in their lives, that they are doing their best and that by working alongside people we are more likely to succeed. We reflect on the extent to which we create trust in all our relationships and how well we work within teams.
Making a difference using person-centered approaches	We believe that using person-centered approaches can be critical to whether people make the changes they want in their lives or not. We do this by focusing on what matters to each person and what they want specifically to achieve including taking life enhancing risks. We always encourage feedback in order to learn and improve on what we do.
Focusing on Strengths, resilience and contribution	We believe that people have strengths, skills, knowledge and resilience and the ability to contribute to their own and others’ lives. We need to be flexible and innovative to enable people to share these attributes and make the most of all contributions in order to find creative solutions. We celebrate the success this brings and build our resilience by learning from setbacks.
Promoting wellbeing, citizenship and community	We believe that everyone is a citizen with rights, responsibilities and a contribution to make to their community. This is only meaningfully possible when you have genuine wellbeing and are fully included in your community. This belief drives the work we do at Thistle so we know we must try to influence the unequal and discriminatory aspects of our society in order to change how things currently are. This requires us to share the ‘Thistle Approach’ more widely and in turn, learn from the world around us. To do this well we must continually reflect on what this means for us as individuals and as an organisation.

9. Job Description Creation and Revision

Created	June 2022
For review	June 2023