

## PERSON SPECIFICATION

(Supporting the Policy on Equal Opportunities in Employment)

### JOB DETAILS:

**Job Title:**

Social Media & Digital PR Manager

**Department:**

Strategy and Communications

**Location:**

Head Office

**Status:**

Permanent

**Hours:**

37.5

**Reporting to:**

Senior Head of Communications

FACTOR	ESSENTIAL	DESIRABLE
<b>Skills, Qualifications &amp; Experience</b>	<ul style="list-style-type: none"> <li>Proven experience in social media management and online PR.</li> <li>Excellent understanding of how to drive online engagement that fuels audience growth, for instance in social media following.</li> <li>Proficiency in social media management tools and analytical platforms.</li> <li>Excellent written and verbal communication skills</li> <li>Experience with paid social media advertising.</li> <li>Knowledge of Search Engine Optimisation (SEO) and content marketing.</li> <li>Familiarity with graphic design and video editing software.</li> </ul>	
<b>Personal Attributes</b> The personal qualities required e.g. exercising initiative, organising, problem solving	<ul style="list-style-type: none"> <li>Strong leadership and team management skills</li> <li>Creative thinking and problem-solving abilities.</li> <li>Ability to work in a fast paced and dynamic environment</li> </ul>	
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>DBS/Disclosure Scotland check.</li> </ul>	