

Job Description

Role Title	Social media executive (Scotland)		
Directorate	Marketing and Communications		
Team	Marketing and Campaigns		
Line Manager	Digital manager (Scotland)		
New/ Existing Role	Existing		
Perm/ Fixed Term	Permanent	Grade 4	
Job Purpose	Working closely with the Home Energy Scotland marketing manager and the digital manager (Scotland) you'll be responsible for planning and managing social media for Home Energy Scotland and several other Scottish programmes. You'll also be managing in-house and external paid social campaigns for a wide range of our programmes delivered in Scotland.		
Resource Management Responsibilities	Budget/ Equipment Accountabilities None	People Accountability None	Contractor Accountability None
Critical Accountabilities (between 4-8)	<ul style="list-style-type: none"> • Work with the Home Energy Scotland marketing manager to develop and implement Home Energy Scotland's social media strategy including management of the Home Energy Scotland regional social accounts. • Forward plan the social media calendar in line with Home Energy Scotland's strategy. • Use our social media platform (Orlo) to manage and moderate our Home Energy Scotland social media accounts (Facebook, Twitter and Instagram) with the support of the marketing communications assistant. • Create social copy/images/graphics and ensure they are accurate, tailored to the relevant audience, on brand and message. • Collate and report on monthly performance statistics for social media activity (including ad-hoc reporting on any campaign activity), turning data into insight. • Train colleagues on relevant social /digital platforms and processes (Orlo, and our creative software). 		

	<ul style="list-style-type: none"> • Manage high value paid social campaigns with external agencies when needed (including briefing, reviewing proposals, performance monitoring). • Work with internal teams and stakeholders to advise on in-house paid social advertising (including guidance, building ads and execution, optimisation and budget control). • Undertake other activities as required to support the overall delivery of the marketing communications strategy. • Acting as a brand ambassador – applying the brand guidelines, house style and tone of voice to your work. • Support our content and campaigns with social media marketing as required
<p>Knowledge, skills and qualifications required</p>	<p>Must have:</p> <ul style="list-style-type: none"> • Demonstrable experience of managing organic social media channels. • Demonstrable writing and editing experience for social media, with the ability to turn complex issues into succinct, compelling content. • Experience of planning and managing a social media calendar and responding to the news agenda. • Strong knowledge and experience of managing and building paid digital marketing adverts and campaigns (both in-house and with agency). • Proficient in creative software (Canva / Biteable). • Experience of a social media management platform, ideally Orlo. • Ability to manage multiple projects simultaneously. • Experience of working in a fast-paced environment with ability to prioritise activity and work to deadlines. • Strong analytical skills, with demonstrable experience of turning data into insight. • Strong written and verbal communication skills, editing and proof-reading with a strong attention to detail. • Self-motivated, team-oriented, and goal-oriented. • Experience in brand, tone of voice and using house style. <p>Desirable:</p> <ul style="list-style-type: none"> • Knowledge of the environmental sector. • Adobe Creative Suite