

Digital & Social Media Officer

Reports To: Marketing Manager

Team: Marketing & Communications

Location: Dunfermline / Hybrid – with regular travel across Scotland

Hours: 35 hours per week

Salary: Band 6

Overall Purpose of the Role

The Digital & Social Media Officer is the charity's voice and presence online, day in and day out, growing our audiences and turning followers into supporters. This role runs our social channels, creates engaging digital content, and helps deliver campaigns across web, email and paid media.

For a digital-first strategy, this is a busy, creative and rewarding role, sharing the animals' stories with hundreds of thousands of people and helping convert that reach into real support.

Key Responsibilities

Social media

- Manage the charity's social media channels.
- Planning and publishing engaging, on-brand content.
- Grow audiences and engagement using data and insight.
- Manage respond to the community warmly and promptly, in line with Brand tone of voice.
- Monitor social conversation and flag issues or opportunities quickly.
- Produce regular reporting on metrics across web and social channels to optimise reach and conversion

Digital content & campaigns

- Create digital content, images, short video and copy, that brings our work to life.
- Support web content updates and email marketing as part of integrated campaigns and monitor results.
- Help deliver and monitor paid social and digital advertising.

Insight

- Track digital performance across channels and share in insight to improve results.

Person Specification

The following sets out what we are looking for. We welcome applicants who meet the essential criteria and are excited to grow into the rest.

Education & Qualifications

Essential

- Educated to a good standard, or with equivalent experience.

Desirable

- Digital marketing or communications qualification.

Experience & Job Knowledge

Essential

- Experience of managing social media channels for an organisation or cause.
- Experience of creating digital content, including images and short video.

Desirable

- Experience of paid social, email marketing or website content management.
- Experience with analytics tools.

Job Related Skills / Competencies

Essential

- Strong social-media and content-creation skills.
- Good writing with a feel for tone and audience.
- Organised, able to juggle several channels and deadlines.

Desirable

- Skills in photography, video editing or design tools.

Personal Attributes

Essential

- A genuine passion for animal welfare and a real commitment to our purpose to rescue, protect and lead.
- A warm, collaborative colleague who builds trust and brings people with them.
- Resilient and calm under pressure, with sound judgement in sensitive or high-profile situations.
- Curious and open to learning, comfortable with change and always looking to improve.
- High personal integrity, discretion and a strong sense of accountability for their work.
- Creative, quick and tuned in to what audiences respond to.

Desirable

- A supporter-first mindset, always asking how a decision feels from the other side.
- Comfortable using data and evidence to shape decisions and tell a story.

Additional Relevant Criteria

Essential

- A commitment to the Scottish SPCA's values and to inclusive, respectful working with colleagues, volunteers and supporters.
- Willingness to travel across Scotland and to work occasional evenings or weekends for key events, campaigns or media moments, with notice.
- Eligibility to live and work in the UK.

Desirable

- A full UK driving licence and access to a vehicle for work travel.
- An understanding of the animal welfare, charity or not-for-profit sector.