**Dig It! Communications Manager**

**Job Description**

We’re looking for a candidate to fill this exciting role for the Dig It! project and help us bring Scotland’s archaeological stories to life. Working as part of a small project team within the Society of Antiquaries of Scotland, this is an excellent opportunity for a self-starter wishing to blaze their own trail, engage new and existing audiences, and work in partnership with organisations across the country.

The ideal candidate will be familiar with developing and delivering communication strategies and have experience of producing, overseeing and assessing the impact of a range of content. They will be able to manage and prioritise a varied workload, with an eye for detail and an understanding of how to reach different audiences.

Hours of work: 37 hours per week, fixed term up until the end of March 2022 subject to successful completion of a three-month probation period. We are aiming to extend this role by a further two years subject to funding.

Salary: £29,444 per annum

Holidays: 38 days per annum

Location: Based at the Society of Antiquaries of Scotland offices in Edinburgh

Reporting to: Dr Jeff Sanders, Dig It! Project Manager

Main Purpose: The Dig It! Communications Manager is responsible for ensuring that Dig It! communications are on brand, aligned with the project’s vision, mission and values, and meeting or exceeding the set targets. This includes overseeing the social media channels, press releases, monthly e-newsletter, campaigns, external articles and blog posts, and the Dig It! website (including weekly articles, event uploads and design updates) while line managing the Dig It! Communications Officer.

**BACKGROUND**

Dig It! is a hub for Scottish archaeology with a Scotland-wide network of heritage organisations, museums and archaeological groups. The team sources the best events and stories from across the country and promotes them to members of the public through their website, social media channels, e-newsletter, press releases and more.

Our **vision** is a Scotland where everyone enjoys archaeology and our **mission** is to encourage the discovery of Scotland’s stories through archaeology by providing innovative promotion and support to the heritage sector. We aim to do this by being inclusive (helping to ensure that archaeology is for everybody), innovative (stepping away from the traditional and embracing the unexpected) and collaborative (working closely with others and sharing “lessons learned”).

We do this by promoting the work of others, running campaigns and initiatives, and creating projects in collaboration with a range of different partners, while working towards [Scotland’s Archaeology Strategy](http://archaeologystrategy.scot/) (particularly Aim Four – Encouraging Greater Engagement).

Dig It! is coordinated by the Society of Antiquaries of Scotland (Charity No [**SC010440**](https://www.oscr.org.uk/about-charities/search-the-register/charity-details?number=10440)) and is primarily funded by Historic Environment Scotland. Founded in 1780, the Society promotes the understanding and conservation of Scotland’s historical and archaeological environment for the benefit of all. It publishes high-quality books and peer-reviewed papers, runs an annual programme of lectures and conferences, and administers research grants and prizes to support best practice and encourage new and innovative research into Scotland’s past. The Society offers a range of staff benefits including a 10% pension contribution, flexible working, paid research leave, and a daily exercise and event attendance policy.

The Society is an equal opportunities employer and is committed to treating all applicants equally irrespective of their sex, marital/civil partnership status, age, race, ethnic origin, sexual orientation, disability, religion or belief, gender identity, or caring responsibility. We are open to flexible approaches to the job, including secondments.

**DUTIES AND RESPONSIBILITIES**

1. Strategy and delivery:
	* Lead on development and implementation of an effective social media and content plan for Dig It!’s digital channels
	* Produce and oversee the creation of eye-catching and engaging content on all social media channels, including Facebook, Twitter, Instagram and YouTube, as well as the monthly e-newsletter
	* Write impactful press releases, articles and reports
	* Ensure our branding guidelines are correctly and consistently applied to all communications
2. Organisational:
	* Manage the logistical components of the role, including working with external agencies
	* Line manage the work of the Dig It! Communications Officer
	* Co-ordinate and manage a small marketing budget while ensuring that projects are delivered within the allocated budget while also meeting agreed objectives
	* Oversee the creation of print and digital marketing materials, such as leaflets and website banners
3. Audience development:
	* Build awareness of Dig It! and the breadth of our activities with target audiences
	* Identify opportunities for Dig It! to engage with target audiences
4. Opportunity-spotting:
	* Implement cost-effective communications projects and campaigns (often with restricted budgets) in order to attract and retain target audiences
	* Stay abreast of key developments and changing trends in digital media and marketing and advise how these can be adopted by Dig It! to deepen or widen engagement
	* Keep abreast of external events relevant to Scottish archaeology
5. Analysis:
	* Use analytical tools to monitor, analyse and regularly report on key performance indicators, including online impact and feedback, and update strategies as required
6. Collaborative:
	* Provide general communications support to the rest of the Dig It! and Society team, as well as the wider sector
	* Represent Dig It! at external meetings
	* Assist with the organisation and promotion of the [Scottish Heritage Social Media Group](https://scottishheritagesocialmediagroup.com/)
7. Support:
	* Occasionally assist the Project Manager in a range of initiatives, including funding applications, project design, and presentation
	* Undertake any other duties, which may be reasonably requested by the Dig It! Project Manager consistent with the grading of the post

**PERSON SPECIFICATION**

Applicants will be assessed for their suitability for the role against the criteria of the person specification. Please ensure that you cover all essential criteria in your CV/cover letter in order to be considered.

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| **Essential Skills and Abilities** |
| Excellent organisational skills, with ability to use own initiative to prioritise tasks and workload |
| Ability to think creatively and proactively |
| IT literate, specifically using MS Office suite, browsers, web content management systems (e.g. WordPress), and email marketing software (e.g. Mailchimp) |
| Social media proficient, specifically Twitter, Facebook, and Instagram |
| Excellent written communication skills and attention to detail |
| Excellent interpersonal skills and the ability to work well as part of a team |
| **Essential Experience** |
| Proven track record as a communications professional with experience of managing websites, social media channels, e-newsletters and campaigns, and generating press coverage  |
| Experience of developing and implementing a communications strategy  |
| Experience of working effectively in partnership with other organisations  |
| Experience of reporting using various tools, including Google Analytics, Twitter Analytics and Facebook Insights |
| Line-management experience (whether for a colleague, volunteer or intern) |
| Familiarity with updating brand, social media and website policies |
| **Essential Knowledge** |
| Passionate about using communications to engage new and established audiences  |
| Committed to supporting and promoting equality, diversity and inclusion |
| Interest in Scotland’s history, heritage and archaeology |

Experience with/of design software and technologies (such as Illustrator, Photoshop, or Canva), video editing (such as Adobe Premier Pro), managing a small-scale budget, liaising with external marketing agencies, or website design would be useful but NOT essential. Training and professional development will be provided where required.

**APPLICATION PROCESS**

Closing date for applications: Noon, Monday 6 April 2020

Interviews: Tuesday 14 April 2020, in the Society of Antiquaries of Scotland offices in central Edinburgh

NB: reasonable travel expenses will be reimbursed. Interview by Skype is possible. We are actively monitoring advice regarding COVID-19, so the interview date may be subject to change.

Please email your **CV** and a **cover letter** detailing how your skills and experience fulfil the criteria for the role to Dr Jeff Sanders, Dig It! Project Manager (jeff@socantscot.org).

Contact Dr Jeff Sanders on 0131 247 4138 or jeff@socantscot.org to discuss the role in further detail.