

	HIGH LIFE HIGHLAND JOB DESCRIPTION
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JOB TITLE: Marketing Officer

SALARY: £41,423 to £44,899

LOCATION: Inverness*

HOMEWORKING: This post is appropriate for a homeworking* request to be made. Any home-working arrangements would be agreed by the post's line manager and the administrative base would be classed as Inverness for the purposes of expenses and travel claims. Initially, for training purposes, the successful candidate will be required to work from the office base.

*High Life Highland home-workers must have a permanent residence in The Highland Council area or live within a 90-minute commute from the designated workplace.

RESPONSIBLE TO: Head of Marketing and Engagement

JOB PURPOSE: Support the Marketing and Engagement Team in delivering the charity's strategy by producing quality content that showcases the work of the charity and encourages online and offline engagement with the HLH customer base and stakeholders.

KEY DUTIES AND RESPONSIBILITIES INCLUDE:

1. Actively promote a positive and collaborative workplace culture that supports the Charity's purpose of Making Life Better and i-care values to increase morale, productivity and performance.
2. In line with the charity's content strategy, manage social media content creation, collation and distribution across multiple platforms and accounts.
3. Updating and publishing web content on Craft CMS system, and ecommerce product listings on Shopify.
4. Research, plan, schedule e-newsletters and manage targeted email campaigns.
5. Liaise with content champions across High Life Highland to research and identify human interest stories that can be shared more widely across other HLH services' social media channels.
6. Create dynamic written, graphic, and video content that promotes audience engagement with the High Life Highland brand with clear calls to action.
7. Work alongside external agencies to plan, produce, and edit video and film.

8. Identify and engage social media influencers in the Highlands to promote the HLH brand, and by specialism nationally.
9. Provide digital marketing training and support to colleagues, including monitoring and responding to social media content. Recognise when senior management intervention or guidance is required in formulating a reply.
10. Work closely with the Marketing and Engagement Team to ensure content consistency across channels to support marketing campaigns and promote sponsorship opportunities.
11. Project manage wayfinding and facility signage requests, including site visits, producing project briefs, sourcing and liaising with contractor, arranging delivery.
12. Creative design lead for HLH, which includes managing print requirements, including decision-making on workflow.
13. Manage HLH's reputation through brand delivery across a wide range of print, online and social media channels.
14. Pursue continuous professional development and contribute to the continuous improvement of High Life Highland as a whole.
15. Attend and undertake any training online or in person.
16. Aim to reduce wastage and uphold our environmental values of being as sustainable as possible in all tasks.
17. Assist and support other areas of High Life Highland with particular projects, training or in the event of holidays or sickness.
18. Work may include some occasional evenings, weekends and bank holidays for specific meetings and events.

Other duties:

You may be required to perform duties, appropriate to the post, other than those given in the job specification. The duties and responsibilities attached to posts may also be varied without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and would not themselves justify reconsideration of the grading. As a result of such variations, it will be necessary to update this job specification from time to time.

High Life Highland (HLH) is committed to the protection and safeguarding of vulnerable groups, including children and protected adults and believes that they should never experience any kind of abuse. It has a responsibility to promote the welfare of those in vulnerable groups and to keep them safe and to practice in a way that protects them. HLH expects all those with whom the Charity engages to share this position. Where applicable, new positions will be subject to the appropriate level of Disclosure Scotland checking; identity checks (address, date of birth), employment/experience history, two references (one of which must be most recent employer, where appropriate), qualifications, Right to Work in the UK (where applicable). The above will apply to anyone working on behalf of HLH (paid or unpaid) including all board directors, staff, workers, volunteers, agency staff and students.



HIGH LIFE HIGHLAND
PERSON SPECIFICATION

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LOCATION: Inverness*

RESPONSIBLE TO: Head of Marketing and Engagement

ESSENTIAL ATTRIBUTES:

To be able to carry out the duties of this post effectively and safely, candidates will be able to provide evidence of the following:

Experience

- Experience of creating digital marketing campaigns
- Experience of generating social media content
- Experience of administering bulk emailing platforms
- Experience of designing promoting and delivering marketing activity

Education and Qualifications

- Educated to degree level with an emphasis on digital marketing and social media or
- Advanced knowledge of digital marketing and social media acquired through either education, vocational qualification, on or off-the job training or extensive job-related experience.

Skills/Attributes General

- Excellent written and verbal communication skills including high standard of written English
- Strong attention to detail and the ability to proofread
- Strong organisational and administration skills
- Ability to manage deadlines and prioritise workloads accordingly

Skills/Abilities specific to the post

- Working knowledge and experience with current Adobe Creative Suite, including Photoshop, InDesign and Premiere Pro.
- Working knowledge and experience with Canva.
- Working knowledge and experience with current Shopify or similar e-commerce platform
- Working knowledge and experience with current Craft CMS.

Interpersonal and Social Skills

- Flexible to deal with unexpected situations or last-minute changes
- Adaptable, able to write for a range of audiences across multiple digital channels
- Ability to be dynamic, work on their own initiative and as part of a team.