

COMMUNICATIONS & ENGAGEMENT GROUP

DIGITAL CAMPAIGNS OFFICER **(Fixed term for 3 years; Full-time; Band D)**

Purpose

To promote the Cairngorms National Park as an outstanding National Park through digital media and campaigns and ensure content on the Park Authority and other visitor facing websites and social media inspire people to visit, engage and create an emotional connection with the Park.

Responsibilities

- Support the Communications and Engagement Directorate with the development and delivery of the Communication and Engagement Strategy
- Lead on preparing and co-ordinating the delivery of a social media activity plan which supports the CNPA communications campaigns and collaborative marketing activities
- Work with colleagues in visitor services and tourism to ensure the CNPA website promotes the Park's iconic places, wildlife and experiences and encourages people to visit, engage and care for the Park
- Proactively work with partners to ensure they present the best images/digital content of the Cairngorms National Park in their digital communications/websites (particularly VisitScotland, VisitBritain, VisitCairngorms and other visitor facing websites)
- Develop digital content for use online (websites & social media) which promotes the Park's iconic places, wildlife and experiences
- Manage the CNPA digital image and video library & commission new material to ensure iconic aspects of the Park are presented to best advantage all year round
- Support CNPA staff to actively engage in social media by providing training and advice
- Monitor our social media performance to inform future campaigns

General:

- Contribute to the work of the Communications and Engagement Group and CNPA as a whole and ensure compliance with financial procedures
- Contribute to the delivery of the National Park Partnership Plan
- To conduct other work, as necessary. All post holders are required to be flexible with regards their job description so that the organisation can adapt to new opportunities and priorities over time

Person Specification - Knowledge, experience and training

ESSENTIAL

- Experience of delivering digital marketing and public relations campaigns to engage with identified target audiences
- Experience of market segmentation and campaign planning
- Sound understanding of social media channels and awareness and experience of emerging new media technologies

- Computer and IT literate including experience of using social media management tools (preferably Hootsuite) and knowledge of open source content management systems (preferably wordpress)
- Excellent communication skills, both presentation and written, with the ability to persuade others to support CNPA campaigns
- Good proactive networker outside and inside the organisation
- Good team player
- Initiative, vision and drive to develop the role and work of the group
- Full UK driving licence or access to a driver if disability prevents driving

DESIRABLE

- Degree or equivalent qualification in public relations or marketing or related discipline
- Knowledge of photo-editing/graphic manipulation software
- Understanding of the needs of public sector agencies and the private sector in relation to tourism
- Understanding of issues relating to the Cairngorms National Park
- Gaelic Language speaker