



## Job Description

### Digital & Media Assistant

Hours & Work Pattern: Part-time (21hours) hours worked to be agreed with Line Manager

Location: Glasgow

Reports to: Communications & Public Affairs Manager

Direct Reports: None

Financial Accountability: Low

### Role Purpose

We are looking for a dedicated Digital & Media Assistant to join our team. We are seeking an enthusiastic and creative communicator, who can bring to life the work of includem and raise the profile of our work and mission through various channels and platforms.

You will report to our Communications & Public Affairs Manager and support them in developing and delivering content across our website, social media and internal Sharepoint-based intranet sites.

Working in a small team, you will be someone who doesn't mind 'rolling up their sleeves' and can adapt quickly to change. You will be a team player, and able to use your own initiative and eagerness to develop your skills.

### Key Responsibilities

The Digital & Media Assistant will be responsible for a range of activities:

- Developing accurate, relevant and quality-assured information content for children, young people, families and relevant stakeholders in a variety of formats.
- Support the storyboarding, planning, scripting, recording and editing of video and audio content, conducting interviews with children, young people, families, includem staff and stakeholders.
- Visually communicate key information messages via includem's digital and social media platforms.
- Planning and scheduling content across a range of social media channels for a target audience.



- Supporting delivery of our various marketing and public affairs campaigns with stakeholders and partners, helping to identify and create intuitive new ways to communicate key messages to young people.
- Supporting the production of content for children, young people, families, including maintenance of our VooDoo text service and WhatsApp Broadcast Channel.
- Support the Communications & Public Affairs Manager with the management of the includem website, including writing, editing copy and publishing articles, maintaining and updating webpages and SEO as necessary.
- Develop and maintain includem's internal Sharepoint-based intranet site.
- Support the maintenance, upkeep and distribution of internal documents.
- Researching and developing current trends and potential new digital channels to promote includem.
- Responding to enquiries through our social media channels.
- Support includem's Fundraising including marketing and administration.
- Support the delivery of includem stakeholder engagement events across Scotland.
- Any other digital tasks as set by the Communications & Public Affairs Manager.

## Additional Information

- Keep up to date with communications and marketing practices and innovations.
- Travel to our services across Scotland, you may be asked to work outside office hours and weekends as agreed by the Communications & Public Affairs Manager.
- Maintain confidentiality at all times.
- Adhere to relevant legal and statutory requirements and organisational policies.
- The successful candidate will be given a company mobile and Macbook for this role.
- Includem is willing to fund relevant qualifications to succeed in this role.
- Having a driving license and access to a car is desirable but not essential.
- Successful candidates will be subject to Disclosure Scotland Checks.
- You must be legally entitled to work in the UK



## Person Specification & Requirements

Knowledge & Experience	
Essential	Desirable
Fluent in the English language	Experience of engaging with children, young people and families.
Experience of creating and producing content for social media and/or websites for an organisation, brand or personal blog.	Experience with short-form video apps such as TikTok, Instagram Reels and Snap chat Spotlights.
Experience of producing and editing video and audio content,	Experience of creating and producing podcasts.
Experience of creating written content for an organisation or brand.	
Experience of maintaining an organisation's brand in a variety of formats.	
Ability to monitor new and emerging digital and social media trends.	
Experience of using Microsoft suite (including Sharepoint), editing software, Adobe Creative Suite, Canva and other platforms such as Hootsuite.	
Skills	
Essential	Desirable
Excellent written and verbal communications.	Confidence and initiative to build relationships with key stakeholders including includem colleagues.
Ability to analyse; interpret and distil complex information for a range of audiences.	
Creativity, problem solving and excellent active listening skills. The ability to maintain professional relationships; even under pressure.	
A team player who is ready to support the wider organisation as required.	
Ability to work to tight deadlines, knowing how to prioritise and manage your own workload.	
Qualifications	
	Relevant skills & experience in website, marketing or social media.

