

# Architecture & Design Scotland

Ailtearachd is Dealbhadh na h-Alba

## Communications Officer – Content Lead (B1) - permanent role

Based in our Edinburgh office, the post offers a salary within the range FTE £27,231 - £30,039 per annum (currently under review).

### Role Purpose:

To augment the A&DS Learning and Communications team, we are looking for a **Communications Officer** to help deliver the Communications strategy.

Working in the Learning and Communications team the candidate's role will include planning, creating and posting content across A&DS digital channels and maintaining the website (launched in 2022).

The Communications Officer will gather performance statistics and feedback for the team.

They will ensure that all content is of high quality and follows our tone of voice. The communications officer should have basic design skills (knowledge of Photoshop/InDesign would be beneficial) and should be able to create graphics for the website, social media, and publications (following brand guidelines) as required. They should be able to create basic video content.

### Essential experience/background

- Qualification in digital marketing, journalism, marketing, public relations or similar;
- Experience in digital communications and/or digital marketing/communications especially from a not-for-profit, third or public sector background;
- Ability to translate complex messages into simple and accessible content for a wide audience;
- Experience in basic design and image management (e.g., Photoshop/InDesign etc);
- Strong understanding of SEO and Accessibility.

### Desirable experience/background

- Interest in design and architecture is desirable, but not essential.

### Key tasks:

- Working with the Learning and Communications team to **create content** for A&DS channels;

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- Collaborate on the creation of a **content strategy and deliver pieces of content for the website, newsletter, and social media;**
- **Audit content** for accessibility, tone of voice, SEO etc.;
- Edit content to **Plain English;**
- Optimise, assess, and **upload content** using the Content Management System;
- **Design graphics** for digital channels, including optimising images and creating visuals for a variety of publications;
- Working with the **Communications Grid** the communications officer will spot opportunities for content and create and post relevant content;
- **Draft, post, and report on content** for **social media** and other channels;
- Help **implement guidance for creating new content**, including tone of voice, optimising for accessibility and SEO.

## Essential skills needed:

- Strong writing skills with web editing skills and experience in using Content Management Systems, including Drupal;
- Ability to use a storytelling approach to share evidence and learning;
- Experience in creating engaging and accessible digital content, across multiple channels;
- Experience in proactively planning content for a wide range of audiences;
- Ability to take complex information and repurpose it into different formats, including editing PDFs, videos, and other digital content;
- Ability to handle large quantities of content logically;
- Excellent attention to detail, including grammar and spelling;
- Experience in optimising content for SEO;
- Understanding website accessibility issues, including auditing for accessibility;
- Ability to create graphics for social media, websites, and publications.

<b>Details – issued on</b>	<b>6 May 2022</b>
<b>Closing Date for applications</b>	<b>27 May 2022 at 1700hrs</b>
<b>Email address for applications</b>	<a href="mailto:recruitment@ads.org.uk">recruitment@ads.org.uk</a>
<b>What to include in your email:</b> <b>1. Completed Application Form</b> <b>2. Current CV</b> <b>3. Monitoring Form</b>	
<b>Contact for queries/issues</b>	<a href="mailto:recruitment@ads.org.uk">recruitment@ads.org.uk</a> – <b>Attention of Sue Reynolds</b>