

Person Specification and Further Information for Job Applicants



Scottish Government
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Job Title	Content & Social Media Manager Scotland Marketing/Brand Scotland
Contract Type	This is a 12 month fixed term and pensionable appointment
Civil Service Applicants	As this is an externally advertised fixed term appointment, existing Civil Service staff who are successful will be treated as new entrants to the Scottish Government. This will mean changes to your Civil Service pension and other benefits gained over the course of your civil service career. When the fixed term appointment ends, your contract will terminate.
Business Area	Directorate for Communications, Ministerial Support and Facilities
Main Location	St Andrews House, Regent Road, Edinburgh, EH1 3DG
Salary	£29,759 - £34,087
Communications Pay Supplement	This post attracts a £2000 Communications Pay Supplement, rising to £3750 after the first year. Pay supplements are temporary payments designed to address recruitment and retention issues caused by market pressures and are subject to regular review.
Nationality Requirements	You can apply for any job in the Scottish Government as long as you are a UK national or have dual nationality with one part being British. In addition, Scottish Government posts are open to Commonwealth citizens and nationals of any of the member states of the European Economic Area (EEA). Further information about civil service nationality requirements is available on the Civil Service Website .
Qualification Requirements	A degree in marketing/communications or equivalent qualification is required and / or relevant experience in marketing or a related field of work. Please note: If you fail to demonstrate how you meet the minimum qualifications as stated above, your application will be automatically sifted out.
Working Pattern	This is a full time vacancy, however applications from people wishing to work an alternative working pattern will be considered.
Guaranteed Interview Scheme	Applicants claiming a guaranteed interview will be invited for further assessment should they meet the minimum essential criteria listed in this document.
Reserve List	No reserve list will be held.

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Security	<p>Good security is a priority for the Scottish Government and all employees play a key role in keeping the organisation safe, secure and resilient. A Baseline Personnel Security Standard (BPSS) check will be carried out as part of the pre-employment checks for this role, as is standard with all Scottish Government posts. Additional security checks may also be required if a higher level of clearance is required for this post.</p>
Further Information	<p>Further information on the post is available from Colin Anderson who can be contacted on 0131 244 5182 or at colin.anderson@gov.scot.</p> <p>If you have any queries relating to your eligibility on the grounds of Nationality or Qualifications, or if you have any difficulty applying for this role, please contact recruitment@gov.scot.</p>



Information about the Role

Brand Scotland's purpose is to build Scotland's global reputation and stimulate new and sustainable economic growth. Brand Scotland shapes and protects our country's future and drives resilience through a clear value proposition.

The Content & Social Media Manager Scotland Marketing/Brand Scotland has ultimate overview of the contents of the Scotland is Now social media channels. The lead's role is to create a unique point of differentiation online and a strong national identity for Scotland on social media to ensure that Scotland can more effectively compete and stand out in a global market place. This includes driving awareness and reputation of Scotland as a modern, innovative, progressive and inclusive nation, that is a prime destination in which to live and work, study, visit and do business.

Through close collaboration with the Brand Scotland Lead Content Editor, create a unified online presence and a consistent tone of voice, engage with our target audiences and push Scotland higher up the consideration list. The Social Media Team Lead works proactively with senior stakeholders and partners to elevate Scotland's brand and reinforce Scotland's proposition, values and brand traits.

This role is within the Scotland Marketing/Brand Scotland team. Reporting to the Head of Digital Experience and Content, the successful candidate will work closely with the full team and take full accountability for their own portfolio of responsibilities.

Specific Duties

Strategy & Leadership:

- Design and implement a social media and digital content strategy to engage with target audiences internationally and achieve continued reputation management goals.
- Oversee the community management element and a rota of five Moderators; implement an engagement and social listening strategy to meet ambitious community growth targets and maintain above industry standard/benchmark engagement rates.

Planning & Collaboration:

- Oversee the development of a shared content calendar to be used by stakeholders and colleagues in Scotland and overseas; develop content collaboratively and ensure topicality and accuracy of information as well as integration with web content for Scotland.org and Scotland.cn.
- Source, create and publish a programme of content that delivers against core messaging, for diverse set of audiences across pillars, and in the most optimised approach for each platform.

Campaign Management:

- Taking a lead role on campaign activity, creating briefs, creative idea development and coordination of creative and delivery processes.
- Design, oversee and implement innovative and effective social media campaigns to drive reach and engagement; ensure campaigns are innovative by following and benefitting from sector developments, best practices.
- Briefing and management of digital agency for development and creative work.

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- Manage budget efficiently and effectively, following correct financial reporting procedures and ensuring best value for money.

Analysis & Insight:

- Collect and interpret performance data and provide insight, intelligence and analysis to colleagues and stakeholders across partner organisations, including the Brand Scotland Programme Board and Ministers.

Essential Criteria

You will be asked to provide evidence of how you meet these criteria in your application.

1. Proven digital marketing experience in a communications or marketing role that includes social media strategy and community management.
2. Experience of setting organisational KPIs and implementation within dashboards using Google Analytics or other analytics packages, and social media monitoring and measurement tools and metrics, such as Brandwatch, Falcon or Hootsuite
3. A proven track record of managing and measuring highly effective integrated digital campaigns over channels such as eCRM, PR, social media and search marketing.
4. Project management experience on high profile marketing projects involving a range of stakeholders. Managing a budget, ensuring quality control and value for money at every stage of the campaign cycle.

During the application process you will be asked to provide specific evidence based examples to demonstrate how you meet the criteria. Please ensure that provide specific evidence – you may wish to follow to STARR format (Situation, Task, Action, Result, and Reflection).

- Situation – give a *brief* outline of the context
- Task – What did you want to achieve? What were your aims / objectives?
- Action – What did you personally do?
- Result – What was the result?
- Reflection - Do you have reflections on the event? How have you applied this learning since? What would you do differently next time?

Where the criteria states that you must hold a qualification, you need only state that you do or do not hold the qualification and provide any other information you feel relevant. We would recommend that you prepare your answers before you begin the online application process.

Competencies Required

Here are details of the Competencies required for this role and you will be tested against these competencies if you are invited to attend the interview/assessment.

Communications - An excellent communicator in both oral and written communications.

Strategic Marketing and Communications - Experience of planning, managing and implementing marketing and communications strategies, drawing on insight. Evaluating plans against

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measurable objectives. Develop overall marketing and communication strategies and plans to meet the organisation's goals. An ability to maximise direct and indirect marketing opportunities.

Relationship Management - Experience of building and maintaining constructive relationships with colleagues, clients, stakeholders, delivery partners and agencies.

Analysis and Use of Evidence - Experience of identifying a range of relevant and credible information sources, recognising patterns and trends, and of using these to provide insight that will evidence and support communications strategies.



Political Activity

All appointees to the Civil Service must be able to fully comply with the requirements of the [Civil Service Code](#) and are expected to carry out their role with dedication and a commitment to the Civil Service and its core values: which are Honesty, Integrity, Objectivity and Impartiality. As part of this, some restrictions are placed on political activity. You will see that there is a question regarding such activity on the application form. A positive response to this question should not affect the consideration of your application, but is likely to mean that you will be asked additional questions at interview. What you then say at interview will clarify if you meet the requirements of the Civil Service Code.

The Civil Service Code states that:

You must

- Serve the government, whatever its political persuasion, to the best of your ability in a way which maintains political impartiality and is in line with the requirements of this code, no matter what your own political beliefs are
- Act in a way which deserves and retains the confidence of ministers, while at the same time ensuring that you will be able to establish the same relationship with those whom you may be required to serve in some future government
- Comply with any restrictions that have been laid down on your political activities

You must not

- Act in a way that is determined by party political considerations, or use official resources for party political purposes
- Allow your personal political views to determine any advice you give or your actions.

Pre-Employment Security and Eligibility Checks

If you are successful, and are not currently a serving member of the Civil Service, we will as part of the Scottish Governments pre-employment process carry out the following enquiries into your identity, employment/academic history, nationality and immigration status, 'unspent' criminal record (Disclosure certificate), health and other matters, to ensure that you are qualified for the appointment.

Further details on these checks are available to view [here](#).

Completion of Pre-Employment Security and Eligibility Checks

When the pre-employment enquiries are satisfactorily completed to our standard, we will then make you a formal offer of appointment and you will be expected to take up appointment as soon as possible. If you have any question about our pre-employment checks please do not hesitate to get in touch.

Selection

We have a two stage selection process. The first stage is where we review your application form to decide if it does or does not meet the Essential Criteria. Those who meet the Essential Criteria will normally be selected for the next stage of assessment. It is therefore important that you complete your application as fully, but concisely, as possible to demonstrate how you meet the criteria for the post. Please ensure that you study the selection criteria carefully before you complete your application.

The next stage of assessment will be a competency based interview and in most circumstances this will be accompanied by other forms of assessment such as a presentation or written test. You will be given further details about the competency based interview and other assessment elements with your letter of invitation. The data we collect throughout the selection process will be held and used in accordance with the terms of the Data Protection Act.

Interview Expenses

Travel and subsistence expenses incurred during the selection process are the responsibility of the applicant.

Diversity Monitoring Form

Information given on the diversity monitoring form will be treated in strictest confidence and will be retained by HR for monitoring purposes. It will be kept separately from your application form and will not be made available to those involved in the selection decision. Guidance on the Diversity Monitoring Form and why we ask you to complete it is available on our [website](#).

Disability

We are participants in the Jobcentre Plus “Positive about Disabled People” scheme. Under the terms of the scheme, all candidates who consider themselves to be disabled in terms of the Equality Act 2010, and who meet the essential minimum criteria for the post, will be guaranteed an interview. Note: The Equality Act 2010 states that a person has a disability if they have a physical or mental impairment and the impairment has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. A 'substantial disadvantage' is a disadvantage which is more than minor or trivial. 'Long-term' means that the effect of the impairment has lasted or is likely to last for at least twelve months (there are special rules covering recurring conditions). Further guidance in relation to the meaning of disability is accessible on the Equality and Human Rights Commission [website](#).

We will also ensure that we consider and implement any reasonable adjustments you may require to attend for interview or during the course of your employment, should you be successful in securing a post.

Starting Salary

We expect that all new entrants will join us on the minimum of the advertised pay range.

Working Pattern

The standard working week is a 5 day week of 37 hours, net of lunch breaks. You may have the scope to participate in the Scottish Government's flexible working scheme. Consideration will be given to candidates interested in part-time or other non-standard working patterns and in-line with best practice, the Scottish Government has extended to all staff the right to request a flexible working pattern. All requests will be seriously considered.

Annual Leave (pro rata for part-time)

You will have an annual leave allowance of 5 weeks, rising to 6 weeks after 4 years. In addition, the Scottish Government observes 11½ days public and privilege holidays, dates of which are set annually.

Probation

You will be required to serve a probationary period of 9 months and confirmation of your appointment is dependent on the satisfactory completion of this probation period in terms of performance, conduct and attendance.

Travel and Subsistence

Subsistence allowances and travelling expenses on official duty are paid. The cost of normal daily travel between home and office is not reimbursable.

Sick Absence

You are expected to attend for work. However, we do recognise that 100% attendance may not be possible on occasions when you are unwell. We have an attendance management policy in place that makes it clear the level of attendance that the Scottish Government expects and what may happen if this cannot be achieved. The policy outlines the support offered to staff during periods of illness and the assistance available to help them back to work.

Retirement

The Scottish Government has a "no retirement age" policy for staff in Bands A-C. This means that you are free to continue in employment for as long as you wish. Continued employment will remain subject to the normal rules concerning performance, conduct and attendance.

Outside Activities

As a civil servant, you may not take part in any activity which would in any way impair your usefulness to the Service, or engage in any occupation which may conflict with the interests of the Scottish Government or be inconsistent with your official position. Subject to these conditions, and in some circumstances prior permission being sought, work of a minor or short-term nature (for example, vacation work or work after hours) is normally allowed. Also for health and safety purposes you should notify HR if you have more than one job. You will also be subject to certain restrictions, depending on your grade and the nature of your work, on national and local political activities. These include standing as a candidate in parliamentary or local authority elections, or canvassing on behalf of candidates; and expressing views on matters of political controversy in public speeches or publications.

The Civil Service Commission

The Department's recruitment processes are underpinned by the principle of selection for appointment on merit on the basis of fair and open competition. Details of how this principle should be applied can be found at the Civil Service Commission [website](#). If you feel that your application has not been treated in accordance with the Commission's guidance and you wish to make a complaint, you should write to Head of Resourcing, F Spur, Saughton House, Broomhouse Drive, Edinburgh, EH11 3XD in the first instance. If you are not satisfied with the response you receive, you can contact the Office of the Civil Service Commission.

Civil Service Values

As a civil servant, you are appointed on merit on the basis of fair and open competition and are expected to carry out your role with dedication and a commitment to the Civil Service and its core values: Integrity, Honesty, Objectivity and Impartiality. These values are set out in the [Civil Service Code](#).

'Integrity'

Putting the obligations of public service above your own personal interests;

'Honesty'

Being truthful and open;

'Objectivity'

Basing your advice and decisions on rigorous analysis of the evidence; and

'Impartiality'

Acting solely according to the merits of the case and serving equally well Governments of different political persuasions.