



STIRLING CARERS CENTRE

EMPOWERING • INCLUSIVE • ACCOUNTABLE

Digital Communications Officer | Job Description

Job Title:	Digital Communications Officer (Permanent)
Accountable To:	Communications Officer; Quality & Policy Officer
Hours of Work:	21 hrs per week. Working pattern to be agreed
Location:	Flexible home or office. In-person meetings and event attendance required, so must live within commuting distance of Stirling.
Salary:	£15,360 p/a

Purpose of the Post

The Digital Communications Officer will lead the delivery of the organisation's digital communications by managing day to day activity across social media, the website and email bulletins. They will plan and create high quality digital content, ensure accuracy and accessibility, gather stories and materials from staff, and maintain a consistent and engaging online presence. The role will also monitor analytics to inform improvements, support implementation of the Digital Strategy and explore digital tools that can enhance service delivery. While working closely with the Communications Officer, the post holder will manage their own workload and make routine decisions independently, escalating only significant or high-risk matters.

Areas of Accountability & Key Responsibilities

The Digital Communications Officer will work alongside the Communications Officer to manage and develop the organisation's digital services. Responsibilities include:

Social Media Management

- Plan, create, curate and schedule content for all social media platforms.
- Maintain a proactive social media calendar that supports organisational priorities.
- Monitor engagement, respond appropriately to comments and identify emerging issues that require escalation.
- Gather stories, images and multimedia content from staff and services, ensuring accuracy, sensitivity and brand consistency.
- Apply accessibility principles to all content.
- Develop and implement a social media strategy aligned with organisational objectives.

Website Maintenance and Development

- Maintain and update website content to ensure accuracy, clarity and relevance.
- Improve the website experience by applying accessibility best practice and user focused design principles.
- Create and manage website events and ensure information is kept up to date.
- Identify opportunities to enhance digital content, structure or user journeys and propose solutions.

E-Bulletin Preparation

- Produce a monthly e bulletin for carers with relevant updates, resources and events.
- Produce a quarterly e bulletin for professionals with strategic updates and insights.
- Manage the full production workflow independently, including planning, creation, quality assurance and distribution.

Digital Development

- Explore digital tools, platforms and AI solutions that could improve service delivery or organisational efficiency.
- Test, evaluate and recommend tools that add value, ensuring alignment with the Digital Strategy.

Reporting and Monitoring

- Generate and interpret analytics on social media and website activity.
- Present insights clearly and make recommendations to improve future work.
- Prepare regular updates on digital performance for management.

Person Specification

Skills, knowledge and experience required for the post:

Education

Relevant diploma/degree or equivalent	Desirable
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Relevant Experience

Proven experience managing social media platforms and creating effective, engaging content	Essential
Experience applying digital accessibility in practice and producing content that meets accessibility standards	Essential
Experience managing and updating websites, including content creation and basic layout improvements	Essential
Experience using online marketing platforms to plan, create and distribute email campaigns	Essential
Familiarity with digital tools that support communication and service delivery, and ability to learn new tools independently	Essential
Experience using Canva, Adobe Photoshop Express, CapCut or similar tools to create engaging visual content for social media	Essential
Understanding of W3C and WCAG accessibility principles and how to apply them in digital communications	Desirable
Experience of partnership working with external organisations	Desirable
Experience of using databases and Microsoft Office apps	Desirable

Skills/Attributes

Autonomy and Workload Ownership

Ability to plan, prioritise and manage a varied workload with confidence.	Essential
Ability to work independently, anticipate upcoming needs and make day to day decisions without supervision.	Essential
Ability to judge when to escalate issues that present reputational, safeguarding or strategic risks.	Essential

Digital Capability

Ability to adopt and learn new digital tools with minimal support.	Essential
Understanding of digital trends and ability to assess relevance to the charity.	Essential

Ability to improve digital processes and recommend practical enhancements.	Desirable
Content Creation and Editorial Standards	
Excellent written communication skills, including accuracy checking and attention to detail.	Essential
Strong editorial judgment and ability to adapt tone for different audiences.	Essential
Ability to gather and refine content from colleagues and partners, ensuring it meets brand and quality standards.	Essential
Analysis and Insights	
Ability to interpret engagement analytics and turn data into actionable recommendations.	Essential
Ability to communicate insights clearly to non-specialist colleagues.	Essential
Any Other Requirements	
Ability to build effective working relationships across teams.	Essential
Ability to gather information, stories or multimedia content from staff confidently and respectfully.	Essential
Understanding and commitment to confidentiality and equal opportunities	Essential
Understanding of the voluntary sector and empathy for unpaid Carers	Desirable
Flexibility in working hours, including occasional evenings or weekends	Essential
Ability to drive, access to a car and appropriate business insurance	Desirable