



Job Title	:	Digital Marketing Officer
Contract	:	Permanent
Salary	:	£27,000 pa
Hours	:	35 (9.30am – 4.30pm with ½ hour paid lunch break)
Location	:	Glasgow, with some hybrid working negotiable
Reports to	:	Communications and Marketing Manager
Direct Reports	:	None

About Revive MS Support

More than 15,000 people live with MS in Scotland, the highest prevalence of any country in the world. Based in Glasgow, Revive MS Support provides specialist multi-disciplinary services and support for those living with the disabling and debilitating symptoms of MS, and their families and carers.

Job Purpose

To raise Revive MS Support's profile with key target audiences and ensure regular communication of key messages to stakeholders across a range of media outlets including managing social media channels, website management, management of Google analytics and AdWords, email marketing and others.

Key Responsibilities

- Lead on the management, monitoring, and development of social media channels, growing our audience and engagement across platforms
- Develop content for digital channels, including; interviews with internal and external stakeholders, pre-recorded and live audio and video content, photography from activities and events in line with brand guidelines
- Developing, scheduling, and delivering agreed fundraising and service delivery content across all digital platforms, observing our tone of voice, and using our visual identity assets correctly
- Copywriting for website, email, and social media (managing external design/copywriting support if required)
- Running, optimising, and reporting on paid digital advertising campaigns within agreed budgets across relevant channels including social media platforms and Google Ads
- Facilitate engagement with stakeholders on online communities through proactive posts and timely responses
- Act as the gatekeeper for content for Revive MS Support social media channels
- Liaise with colleagues to ensure that all media materials used on digital channels, statistics and infographics are up to date and accurate at all times
- Work with the Fundraising Team to ensure promotion of fundraising appeals is maximised on all digital channels
- Work with the Fundraising Team to develop automated email journeys for supporters
- Promote marketing best practice to improve the overall effectiveness of marketing campaigns across Revive MS Support

- Monitor the effectiveness and impact of digital and social activities for individual campaigns on a monthly/annual basis, and identify new opportunities where appropriate
- Implement tools to evaluate content performance and make improvements as required
- Assist the Communications and Marketing Manager in growing a bank of case studies to support Revive MS Support's media activity
- Participate in team meetings and work together with colleagues to maintain and improve knowledge and skills
- Act as a source of information and support to colleagues throughout the organisation
- Any other appropriate duties as required

This job description is not exhaustive. As this is a new role it acts as a guide and may be amended to meet the changing requirements of Revive MS Support at any time after discussion with the post holder.

Person Specification

Essential

- Minimum of 12 months experience in a similar role
- Excellent working knowledge of social media management platforms, including social media listening tools and analytics
- Skilled in development and delivery of accurate, inspiring, and relevant content for digital and social media channels
- Skilled copywriter with experience of creating engaging social media content tailored to different audiences and channels
- Experience of producing communications publications and material, including editing
- Excellent written and verbal communications skills
- Experience of managing an organisation's website
- Proven video production and editing experience
- Good understanding of SEO and Google Analytics to create insightful reports
- Experience managing paid advertising e.g., Google Ads, Meta Ads
- Experience of using a range of communications software i.e., graphic design software i.e., Canva or similar; and video software i.e., Movie Maker or similar
- Ability to work under pressure and to strict deadlines across a range of projects

Desirable

- Experience of working in digital and/or social media for a health-related organisation and/or in the charitable sector
- Awareness of the experience of people affected by multiple sclerosis.

Special conditions

There is a need within this post for the holder to be flexible about hours of work, with the requirement for occasional work in the evenings and weekends.

The postholder must be willing to, on occasion, travel across Scotland and, potentially, elsewhere in the UK