Digital Marketing and Communications Officer

Part time, 0.8 FTE

1. Job Summary

Job Title	Digital Marketing and Communications Officer
Responsible to	TRACS Marketing and Communications Manager
Location	TRACS office, Scottish Storytelling Centre, Edinburgh

2. Job Purpose

Reporting to the Marketing and Communications Manager, the Digital Marketing and Communications Officer will be responsible for growing TRACS' online communities by creating engaging content and ensuring our digital presence reflects our organisation's vision and values.

3. General Terms and Conditions

Hours	0.8 FTE (28 hours, 4 days per week)
Contract	Permanent
Location	TRACS office at the Scottish Storytelling Centre, Edinburgh
Salary	£26,460 (£33,075 pro rata)
Holiday Entitlement	27.2 days per annum (34 days pro rata, inclusive of public holidays)
Pension	Auto-enrolment pension scheme with NOW: Pensions; contribution set at 4.5% for both employer and employee (9% total)
Probationary period	3 months

4. Key Duties and Responsibilities

4.1. Social Media Management

- Develop and implement a social media strategy for TRACS and the Scottish International Storytelling Festival (SISF) to grow engagement and reach across platforms including (e.g., Instagram, Facebook, LinkedIn and newer platforms)
- Plan, schedule, and publish content, ensuring a consistent brand voice and aesthetic
- Monitor trends to keep our content relevant and engaging
- Engage with audiences by responding to comments, messages, and mentions
- Track and report on social media performance using analytics tools, adjusting strategies accordingly

4.2. Content Creation

- Produce content, including graphics, videos, photography, and copywriting for digital platforms
- Support the creation of TRACS/SISF Marketing literature

4.3. Email and Website Content

- Assist in writing and designing engaging email newsletters and audience communications
- Update website content, blog posts, and event listings to ensure accuracy and appeal
- Work with SEO best practices to enhance digital discoverability.

4.4. Audience Growth and Engagement

- Identify and engage with key online communities, influencers, and arts organisations to expand our reach
- Support audience research and collect insights to shape future content strategies and funding reports

5. Person Specification

	Essential	Desirable
Qualifications	• Undergraduate degree or equivalent level of professional experience commensurate with the requirements of the job	
Knowledge & Experience	• 3 years of experience in a digital marketing or communications role, with a proven ability to create engaging content, manage digital channels and deliver effective campaigns, preferably within an arts, culture or entertainment organisation • Image editing (e.g. Canva, Photoshop, InDesign) and video editing (e.g. Final Cut Pro, Adobe Premiere, DaVinci Resolve) • Managing and updating website content using a CMS (e.g. WordPress, Squarespace, or similar). • Proficiency in digital marketing tools, including social media platforms, Google Analytics, and email marketing software • Analysing performance metrics	• Budget management
Skills & Competencies	• Excellent communication and copywriting skills, with the ability to craft compelling narratives.	

	• Strong strategic planning skills with a track record of delivering successful campaigns • Ability to work collaboratively across teams and manage multiple projects simultaneously • Ability to manage own time and resources to achieve deadlines	
Personal Qualities	• People person with excellent communication skills and attention to detail • Creative and innovative approach to digital marketing	• Passion for arts and culture

6. About TRACS

TRACS (Traditional Arts and Culture Scotland) (SCIO SC043009) is a co-operative network which champions our shared traditions of crafts, dance, music, and storytelling: our Intangible Cultural Heritage.

As an accredited NGO advisor to UNESCO on Intangible Cultural Heritage, we celebrate the local distinctiveness of Scotland's places: our shared living heritage. TRACS organises the Scottish International Storytelling Festival which takes place annually in October.

TRACS is supported by Creative Scotland Multi-Year Funding and the City of Edinburgh Council.

Key areas of work:

- tracscotland.org
- Intangible Cultural Heritage
- Scottish International Storytelling Festival (SISF)

- The People's Parish
- TRACS Traditional Arts Mentoring programme

7. Equality, Diversity and Inclusion

TRACS commits itself to meeting the aims and commitments set out in its Equality, Diversity and Inclusion Policy. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

TRACS is an accredited Living Wage Employer, committed to paying a wage based on the cost of living to our staff.