

SCOTTISH ISLANDS FEDERATION

SOCIAL MEDIA CONTRACT (LIMITED PERIOD)

Brief

You will be playing a key role in supporting the SIF Project officer and Board to develop SIF's communication with island communities, primarily via social media, with the goal of:

- recruiting new members
- increasing SIF's profile
- sharing island experiences.

This will include developing a longer-term communication and marketing plan to enable SIF to reach more island communities, increasing the profile of SIF and news from the islands, and enabling the exchange of ideas and experiences to further the sustainability of island communities.

SIF require assistance with

- Producing a marketing plan to identify audiences and set baselines and targets so that progress can be reviewed
- Planning and writing social media posts across all platforms. Indicative goal of 1 post shared across all platforms per day.
- Increasing our social media following across all platforms. A target increase of 15%.
- Improving SIF's virtual presence and positive profile across all media
- Writing island of the month profile features on the SIF website: 12 profiles to be produced during contract.
- Alongside the SIF project officer, organising and promoting topical island webinars.
- Increasing membership by 10% and conducting engagement with island communities and stakeholders

As well as increasing our capacity over this period by directly planning and writing content we would like you to work with us to:

- Develop a longer-term communication and marketing strategy for SIF. This will include our website, Mailchimp, Facebook and Twitter as well as exploring the best other options for future development.
- Work with us to build our internal expertise and capacity to take forward the new strategy and continue to increase the value of our online presence to island communities.
- Explore the practicalities of hosting an ongoing digital exchange of island ideas and experiences.
- Build up content for our website pages including links to a new film section.

You should have:

- Excellent written communication skills
- A strong working knowledge of IT tools such as including Word and Google Suite
- Deep familiarity with social media platforms
- Confidence in the use of Zoom and willingness to participate in webinars
- Demonstrable experience of building social media following and content
- Experience of running Facebook Ads, Twitter Ads or similar.
- Understanding of and familiarity with Google Analytics or other analytics tools such as those available through Social Media platforms.
- Familiarity with publishing content via HootSuite, Vimeo, Youtube and Wordpress, would be desirable, as would knowledge of tools such as Canva.

You will need to be self-motivated and a proficient organiser who is able to work to deadlines, using your own initiative.

Flexible working and delivery – although there will be an expectation of some core hours. This is a fixed term contract for 3-4 months.

Location: Preference will be given to those permanently resident in the Scottish islands.

Contract total: up to £7,000 subject to delivery stages and agreement of milestones

To apply by 5pm 19 March 2021, please email kirsty@scottish-islands-federation.co.uk with a covering letter telling us:

- Why you think you would be good for the role
- What experience you have of using social media
- How you would go about contacting an island for the island of the month feature
- What should SIF's next social media campaign focus on and why!

If you have any questions or want to learn more before applying, please feel free to get in touch with our project officer, Kirsty MacColl at kirsty@scottish-islands-federation.co.uk