

Recruitment Information



Digital Media Content Manager Permanent

Digital Media Content Manager

£36,955 to £39,795 per annum plus membership of Civil Service pension scheme

National Museums Scotland is seeking an experienced and talented Digital Content Manager to lead our ambitious programme of online content development and communications.

Working within our award-winning Digital Media department, the Content Manager will lead a dedicated team to plan and coordinate an ongoing programme of content across online channels – from social media accounts and multimedia outputs to long-form stories around our collections and activities.

With a creative outlook, a passion for storytelling and exceptional project management skills, the successful candidate will have an excellent track record of producing a wide-range of engaging content for online publication/access and managing high-profile online platforms.

The Digital Content Manager will combine excellent communication and advocacy skills with a strategic outlook to seek out and tell captivating stories from across our museums with the aim to increase museum visits, drive online engagement and grow our digital audiences.

Adept at establishing partnerships to amplify reach or engage new audiences, they will collaborate with teams across the whole organisation as well as training key staff members in digital communication skills where required.

You are provided with a job description and person specification for further detail about the post. To apply visit www.nms.ac.uk. The closing date for completed applications is **Friday, 24 September 2021** at midnight. Please state reference number NMS21/51. It is anticipated that the selection event will take place on **Monday, 04 October 2021**.

Please note that CVs are not considered as part of applications and will not be forwarded to the shortlisting process.

Find out more about [National Museums Scotland](http://www.nms.ac.uk) and our range of [employee benefits](#).

National Museums Scotland is committed to being an Equal Opportunities Employer. We are keen that our workforce profile reflects the diversity of our visitors and audiences. Therefore, all jobs at National Museums Scotland are open to everyone and we encourage applicants from all backgrounds, irrespective of sex, gender identity, race, disability, religion or belief, sexual orientation or age. We welcome candidates who think they have the required skills and can make a contribution in this key role.



JOB DESCRIPTION

Post title: Digital Media Content Manager		
Department: Digital Media	Section: Digital Media	
Directorate: External Relations	Grade: 3	Hours: 37 per week.
<p>Purpose of post:</p> <ul style="list-style-type: none"> • To lead an ongoing programme of informative, engaging and user-focused content for multiple audiences across National Museums Scotland's digital media channels • To source, commission and create story-led online content from across the organisation to increase audience engagement • To grow digital audiences and deepen online engagement with National Museums Scotland activities, people, audiences and collections. 		
<p>Key responsibilities:</p> <ul style="list-style-type: none"> • Plan, co-ordinate and lead the development of online content for the National Museums Scotland website and other digital media channels to ensure increased engagement with museums, events, collections and campaigns • Implement a Content Plan to source, commission and create engaging online content telling stories from the collections in a range of formats across multiple platforms • Coordinate and manage the organisation's social media presence establishing a programme of effective content and responsive communications for each platform • Take responsibility for ensuring all website content remains accurate, up to date, and meets clear accessibility guidelines • Seek opportunities to establish content partnerships with a range of external stakeholders (from education institutions to social media influencers) to co-create digital content and reach new audiences • Implement and develop the editorial and content guidelines for the website and other digital media channels to ensure they embody the brand and are accessible to a range of visitors • Set, monitor and report on key performance indicators across online platforms using a range of analytics tools 		

- Develop an engaged network of content contributors across the organisation to ensure a diversity and breadth of content providing targeted training where required in key digital skills
- Develop personal expertise in the web content management systems and keep up to date with trends in social media to aid content development and audience growth
- Be proactive in remaining abreast of new modes of storytelling and online content in the cultural and marketing sectors in order to ensure excellence and innovation at National Museums Scotland
- To support the Head of Digital Media in championing user-focussed approaches and digital skills development across the organisation
- To be committed to good health, safety and access practice and to ensure familiarity with National Museums Scotland's health and safety access policies, procedures and guidelines

Expected outcomes:

Accessible and engaging online content, which meets user needs and which produces increased engagement from more people across Scotland and beyond

Engaging, responsive and tailored social media channels meeting the needs of growing online audiences

Dynamic editorial and content guidelines applied to high standards across all online communications

Up to date Content Plan to align digital content creation and delivery with strategic objectives and ensure effective use of resources

The use of online content and platforms as fundamental marketing tools, integrated with other marketing approaches to increase visitor engagement

Regular reports against set targets and KPIs, identifying meaningful areas of audience growth and engagement measures

A strong sense of team within the Digital Media department and the wider organisation supported by exceptional internal communication and collaborative ways of working

Reports to:

Head of Digital Media

Facts and Figures:

Budget: Delegated up to £10,000

Staff Managed: x2 Digital Media Content Creators

Other: Coordination of volunteers and work placements in the department.
Management of external contractors, suppliers and partners.

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Thinking Skills (Judgements/decisions made):

Identifying, initiating, prioritising and timetabling a dynamic programme of multiplatform content and communications in line with agreed plans and available resources

Strategic mindset to effectively manage complex editorial schedules ensuring delivery of content and projects on brief and on time

Provision of external perspective to maintain best practice, create links and partnerships

Oversight of online communications to provide guidance on audience moderation and responses

Analysing statistical and qualitative data and user information, and using this to create action plans for continual improvement

Identifying opportunities across the organisation and in the wider world to create story-led content to grow and engage audiences

Assessing target audiences' needs and how best to meet them

Communication and Contact:

Internal:

Range of stakeholders across National Museums Scotland, including Learning & Programmes, Development, Partnerships and Curatorial staff

Digital Media team members

Close working relationship with Marketing & Communications team

External:

Digital Media teams (or equivalent) in other cultural institutions in UK and overseas

Third party consultants and contractors

Museum visitors and public audiences

Most challenging parts of the job:

Ensuring that managed staff are able to work effectively across the organisation and maximise time and resources within the team

Creating and developing a network of content contributors across the organisation providing a diverse range of engaging online features

Planning and prioritising digital media content from multiple sources and managing expectations within available resources

Staying abreast of developing audience behaviours and changes in best practice, to ensure content remains fresh, innovative and effective

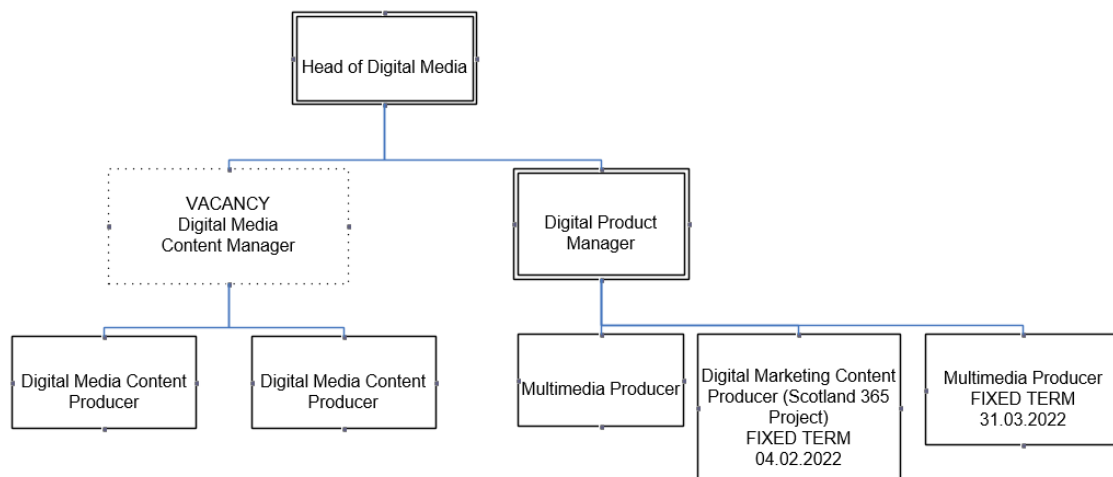
Other Requirements:

The Digital Media team works with all sites in the National Museums Scotland group and therefore travel to all sites is expected

Updating of web information and monitoring of social media channels out-of-hours as required, including special events throughout the year

Organisational Chart:

Digital Media



PERSON SPECIFICATION

Post Title: Digital Media Content Manager		
Department: Digital Media	Section: Digital Media	
Directorate: External Relations	Grade: 3	Hours: 37 per week.
Knowledge	Essential or desirable	Evidence assessed by
Relevant degree, or equivalent relevant work experience	Essential	Certificate or Application evidence
Good understanding of trends in digital content and online user behaviour, particularly around social media	Essential	Application / Selection Event
Broad understanding of online accessibility standards, current data protection issues and IPR/copyright principles	Essential	Application / Selection Event
Good understanding of setting KPIs, measuring audience engagement and assessing learning outcomes	Essential	Application / Selection Event
Understanding of brand guidelines and their varied application across multiple platforms and formats	Essential	Application / Selection Event
Knowledge of design principles applied to online content and website development	Desirable	Application
Skills	Essential or desirable	Evidence assessed by
High level of copywriting and editing skills with close attention to detail	Essential	Application / Selection Event
Ability to manage and motivate a team of staff	Essential	Application / Selection Event
Ability to plan and manage multiple priorities within defined resources to deliver projects on time	Essential	Application / Selection Event
Very strong verbal and written communications skills	Essential	Application / Selection Event
Proven ability to problem-solve, think creatively and test ideas through a data-driven approach	Essential	Application / Selection Event
Ability to structure information effectively online to maximise meaning and usability for different audiences	Essential	Application / Selection Event

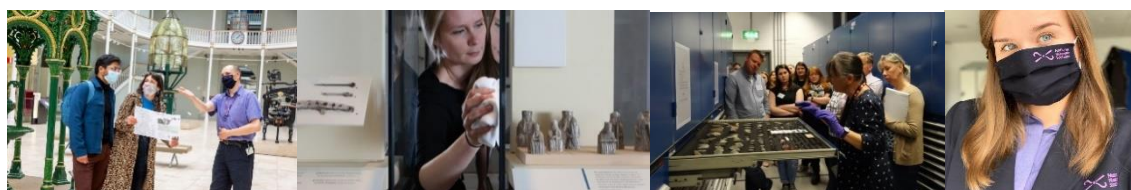
Ability to create engaging web pages and manage multimedia assets via content management systems	Essential	Application / Selection Event
Experience	Essential or desirable	Evidence assessed by
Extensive experience of planning, managing and/or editing content for large, public-facing website supported by a range of internal and/or external contributors.	Essential	Application / Selection Event
Experience of writing original, story-led features for a public audience and of editing copy originated by others	Essential	Application / Selection Event
Experience of managing and growing social media platforms for large, public-facing organisations	Essential	Application / Selection Event
Experience of managing others, leading a team and working across a large/complex organisation	Essential	Application / Selection Event
Experience of analysing online user behaviour through tools such as Google Analytics and producing regular reports measuring performance against agreed targets	Essential	Application / Selection Event
Experience of designing and running skills-based training or teaching in an educational setting (formal or informal)	Desirable	Application
Experience of undertaking qualitative and quantitative website user research	Desirable	Application / Selection Event
Experience of creating online content and resources for educational purposes	Desirable	Application



National Museums Scotland has a Competency Framework with six competencies. Individuals for this job are expected to demonstrate competence in the following five; these will be assessed from the Application Form, and, if you are invited to attend, at the Selection Event.

Competency	Level	Detail
<p>Building Relationships Works effectively and professionally as part of their team and with others across the organisation; collaborates and networks for specific outcomes and projects; forms partnerships, nationally and internationally for mutual benefit.</p>	3	<ul style="list-style-type: none"> • Helps others understand other National Museums Scotland roles and functions internally or externally. • Helps makes connections for people, putting people in touch to facilitate cooperation and collaboration. • Proactively manages the delivery and the expectations of internal and external senior stakeholders, in terms of responsibilities, outputs and outcomes. • Understands conflicting outlooks and demonstrates a willingness to find common ground. • Builds and maintains a strong external network and looks for opportunities for external collaboration and partnership.
<p>Communicating & Engaging Uses interpersonal skills flexibly to communicate, influence and negotiate both internally and externally to ensure a shared understanding and commitment to act.</p>	3	<ul style="list-style-type: none"> • Communicates with credibility and authority presenting a compelling point of view • Considers the needs of National Museums and its staff in determining appropriate communication and channels • Influences and persuades senior stakeholders and gains commitment of others to act and achieve outcomes • Delivers difficult messages constructively to staff, customers and others when required • Keeps lines of communication open at all times for feedback and exchange
<p>Focussing on your Customers Places the customer at the heart of what we do, engages, listens and responds to create an outstanding experience and a culture of service excellence, both internally and externally.</p>	3	<ul style="list-style-type: none"> • Proactively finds out what our diverse customers want by consumer research and testing • Analyses the needs of our customers and takes action to enhance and improve customer service • Develops and effectively manages a network of existing and potential customers internally and externally • Support colleagues in meeting and managing the expectations of their customers • Ensures customer focused processes, frameworks and systems are in place and operate effectively.
<p>Improving and innovating Builds personal and organisational capability to continuously improve</p>	3	<ul style="list-style-type: none"> • Monitors the external environment for emerging trends and opportunities and shares this information • Positively manages resistance and blocks to change and innovation through engaging with others • Initiates changes which contribute to continuous improvement

<p>to enable National Museums Scotland to excel and lead within the sector.</p>		<ul style="list-style-type: none"> • Proactively manages the impact of innovation and change on staff and stakeholders • Gives feedback on ideas and suggestions constructively and feeds them in to short and long term planning
<p>Planning for Success Realistically plans tasks, programmes and projects in consultation with stakeholders and existing resources; making decisions for effective delivery</p>	<p>2</p>	<ul style="list-style-type: none"> • Develops and implements plans for delivery, building in flexibility to cope with last minute demands. • Takes into consideration the impact of actions and decisions on others and puts in place measures to minimise them. • Consults with relevant stakeholders to ensure the output, the outcome and the plan to meet their needs. • Prioritises own workload to meet conflicting demands. • Thinks ahead to identify potential obstacles and proactively solves issues to minimise the impact on delivery.
<p>Leading & Managing Sets direction and standards to drive individual, team and organisational performance by involving, supporting, developing and enabling staff and others to effectively contribute to the present and the future of National Museums Scotland.</p>	<p>2</p>	<ul style="list-style-type: none"> • Creates understanding and commitment to the department and organisational priorities and programming. • Adapts management style to suit the circumstances and diversity of our workforce. • Shares knowledge, expertise and best practice with others to help them develop and perform. • Cares about the needs of the team, listens to and acts on feedback. • Challenges underperformance, clarifies expectations of good performance and stretches good performers.



General Information – Digital Media Content Manager

Salary

The salary range is £36,955 to £39,795 per annum. Salary on appointment will be subject to qualifications and experience and will normally be within the bottom quarter of the pay range. Pay, including pay progression, is reviewed in negotiation with the recognised trade unions, with an annual settlement date of 1 April.

Where an internal candidate successfully applies for a post which is the same grade as their current post, they will transfer to the new post on the same salary with pay progression as normal.

Hours

Normally a five-day week of 37 hours, excluding lunch breaks. Normal hours of attendance are Monday to Thursday 08:30 to 17:00, Friday 08:30 to 16:30. As an alternative, a flexible working system is in operation.

Location

This post is based at National Museum of Scotland, Chambers Street, EH1 1JF with travel to other Museum sites as required.

Probation

New employees are on probation for a period of six months from date of appointment.

Pre-employment Checks/Eligibility to Work in the UK

Any offer of employment will be made subject to:

- receipt of references which are satisfactory to National Museums Scotland and cover the full three-year period prior to the date of appointment.
- a Basic Disclosure Scotland check, the result of which must be satisfactory to National Museums Scotland. The cost will be refunded.
- completion of a health declaration form, which is satisfactory to National Museums Scotland.
- Receipt of documentation confirming eligibility to work in the UK.

Please note that where more than one candidate is assessed as having met the criteria for the post, National Museums is obliged to offer the post to an eligible candidate who already has the right to live and work in the UK (a settled worker), before considering a candidate for whom a Certificate of Sponsorship application would be required. This is because any such application would need to show that no suitably qualified settled worker is available for the post.

Selection Process

We use competency based selection process. If you are invited to a selection event you will be asked to participate in activities that will enable us to assess your performance against our Competency Framework. Details of our competencies can be found in the Person Specification.

It is anticipated that this selection event for this post will take place on Monday, 04 October 2021 via Microsoft teams.

