

POST TITLE	DESTINATION MARKETING AND DIGITAL OFFICER
DIRECTORATE	PLACE
SERVICE	BUSINESS GROWTH AND INCLUSION
RESPONSIBLE TO	DESTINATION MARKETING AND CONTRACTS MANAGER
NUMBER OF POST HOLDERS	1
ACTING UP/ SECONDMENT	

PURPOSE OF JOB

In order to support the overall effort to build the reputation of the city of Edinburgh, you will work as part of a dedicated destination marketing team that sits within Business Growth and Inclusion to manage the city’s digital and social media profile.

THE WHAT - MAJOR TASKS/JOB ACTIVITIES

- Help to maintain website and social media channels by amending, refreshing and, when required creating content
- Schedule social media posts on owned channels with content provided
- Identify and recommend opportunities to collaborate with fans and followers and industry content;
- Support with updating dashboard with monthly results of digital activity;
- Source images from partners and edit accordingly for sharing across different channels. Content to reflect industry changes;
- Responsible for maintaining internal records of image and video permissions;
- Work closely with content creators to support promotion of content assets;
- Moderate social media activity during work hours;
- Traffic digital advertising ads on income generating initiatives;
- Support city marketing campaign activities, including but not limited to, building campaign landing pages, collating and organising partner content, and scheduling social media posts;
- Respond to and help field general enquiries from the public via website, social inbox and email enquiries to visit@edinburgh mailbox;
- Build and circulate newsletters with content provided;
- Support the development of the content plan by sharing news and information with the team;
- Help maintain a register of Edinburgh awards and accolades;
- Assist with the administration of all enquiries and contacts about city promotion;
- Build, update and amend the entries on the CRM and online as appropriate;
- Act as the first point of call for all queries regarding www.edinburgh.org, website entries and any trouble shooting with the systems, escalate problems as necessary;
- Develop creative social content, utilising the latest tools and apps released by social media platforms;

- Carry out administrative duties to ensure systems are accurately and continually updated to allow the continued efficient running of the service.
- Maintain the YouTube channel, ensuring playlists are organized and populated with inspiring content;
- Maintain website and social media channels by amending, creating and removing web content and ensuring all redirects are in place;
- Ensure social channels are active by scheduling social media posts provided by the content marketing officer
- Attend and promote Edinburgh at industry events (expo, online destination training sessions)

THE HOW - KNOWLEDGE AND SKILLS (E.G. CREATIVITY & INNOVATION, CONTACTS & RELATIONSHIPS, DECISION MAKING)

- Educated to HND Level or relevant digital marketing and SEO experience essential
- The role will provide strategic digital support and recommendations to the wider destination marketing team that sits within Business Growth and Inclusion. The post will also have contact with colleagues across different service areas, tourism businesses in Edinburgh and rest of Scotland, visitors and residents, and external agencies offering services that support our department.
- Ability to specify technical changes to web development teams
- Excellent content creation skills
- Familiar with managing social media accounts, including twitter, Facebook and Instagram, and moderating social media communities
- Familiar with using CMS tools and their impact on SEO
- CRM Management Experience
- Able to work independently using own initiative ensuring always good communications with manager.
- Flexible and innovative in approach and able to deal with often changing priorities with little notice.
- Will normally be working within agreed procedures, processes or brief. When required may deploy creative solution skills to a task to achieve the agreed outcome
- Adapt to changing procedures and policies across the breadth of work. Contribute to the development of the service.
- Customer focused with a positive approach and willing to contribute to the success of the team and their individual colleagues. Attention to detail, accuracy and the ability to work to tight deadlines are essential.
- Carry out their duties with limited supervision, consulting manager for non-routine work or specialist guidance as required.

ENVIRONMENT (WORK DEMANDS, PHYSICAL DEMANDS, WORKING CONDITIONS, WORK CONTEXT)

- Respond to changing priorities and demands from internal and external customers.
- Although the post may be exposed to some physical demands some adverse working conditions these will be predominantly within the range of normal office-based activities.
- Although the post will have some requirement to take care in relation to the working environment, work activities and dealing with people this will not be more than the normal required of a council employee.

SUPERVISION AND MANAGEMENT OF PEOPLE (NUMBERS AND TYPE OF STAFF)

- The post will have no direct line management or supervisory responsibilities.

RESOURCES

- Responsible for the proper use and safekeeping of a PC and for the security and maintenance of manual and electronic data, including commercially sensitive information relating to city promotion.

HEALTH AND SAFETY

Protecting the health and safety and welfare of our employees, and our third parties including members of the public, contractors, service users and pupils, is the starting point for a forward-thinking Council.

All employees are responsible for:

- Taking care of their own health and safety and welfare, and that of others who may be affected by their actions or omissions;
- Co-operating with management and following instructions, safe systems and procedures;
- Reporting any hazards, damage or defects immediately to their line manager; and
- Reporting any personal injury and work related ill health, and accident or incident (including 'near misses') immediately to their line manager, and assist with any subsequent investigation, including co-operating fully with the provision of witness statements and any other evidence that may be required.

Line managers have additional responsibilities for ensuring all health and safety risks under their management are identified, assessed and controlled, with specialist input from H&S Advisers and others including Occupational Health where required. Where the risks cannot be adequately controlled the activity should not proceed.

Additional information can be found in the [Council Health and Safety Policy](#).