



# Walking Scotland

## Digital and Content Manager

### Job Description

**Responsible to:** Head of Comms and External Affairs

**Office base:** Blended working between Stirling office and home working,

The Digital and Content Manager will work closely with the Head of Communications and External Affairs to support Walking Scotland to achieve its long-term ambition to advocate for and promote a walking and wheeling society by

- promoting the benefits of walking and wheeling to existing and new digital audiences across Scotland
- sharing key learning, good practice and case studies from our experiences of delivery

The Digital and Content Manager will have specific strategic management responsibility for Walking Scotland's digital and content work. The Digital and Content Manager will work in collaboration with other Managers to translate Walking Scotland's strategy and strategic objectives into highly effective internal and external communications across all channels and with key policy stakeholders.

### Main activities

1. Leading on the planning, delivery and continuous improvement of Walking Scotland's digital strategy and helping to shape our digital product roadmap.
2. Ensuring integration across all of Walking Scotland's digital platforms to create seamless user journeys for all.
3. Shape and drive a content strategy that brings our mission to life. This includes shaping and maintaining Walking Scotland's digital voice and online storytelling approach.
4. Leading the planning, delivery and evaluation of Walking Scotland's social media activity.

5. Overseeing the management and development of Walking Scotland's website and digital platforms.
6. Growing and engaging online communities, ensuring all of our channels are active, responsive and impactful.
7. Leading the planning, creation and distribution of digital newsletters, ensuring they are targeted and aligned with audience needs.
8. Oversee SEO, AEO, analytics and data driven optimisation to improve engagement and meet audience needs.
9. Being responsible for the digital operational budget, including planning and management in accordance with Walking Scotland processes and delegated authority.
10. Providing expert advice to colleagues on digital trends, risks and opportunities, including AI.
11. Alongside the Head of Communications and External Affairs, ensuring the organisation is digitally resilient, sustainable and prepared for emerging technologies.
12. Championing best practice in digital accessibility, inclusion and user experience.
13. Developing and managing digital campaigns that grow awareness, participation and influence.
14. Working with external suppliers where required to maintain and improve Walking Scotland's digital infrastructure.
15. Leading the planning and facilitation of learning events including seminars, workshops and regular networking to enable and encourage the exchange of information, experience and ideas
16. Working with the Head of Income Generation to contribute to Walking Scotland's Income Generation plan through the use of appropriate digital tools. This includes supporting the development of our Step Count Challenge product.
17. Contributing to cross-team projects, ensuring digital is embedded in planning and delivery.

## **Your national walking and wheeling charity.**

Paths for All (known as Walking Scotland) is a Scottish charity, SC025535, regulated by the Scottish Charity Regulator (OSCR) and registered as a company limited by guarantee, 1068554.

18. Leading on the development of effective data capture mechanisms and data management to allow segmentation of our audiences to deliver a targeted digital communications approach.
19. Working closely with the MEAL Officer to ensure high quality monitoring and evaluation that aligns with the framework developed for Walking Scotland.
20. Producing quarterly and annual reports both for funders and as part of Walking Scotland's monitoring and evaluation process.
21. Ensuring necessary digital governance and compliance processes are in place to deliver to plan, quality, budget, and risk management.
22. Ensuring the delivery of Walking Scotland strategic outcomes as well as outcomes aligned to funding requirements.
23. Collaborating with other Walking Scotland Managers to identify strategic links and opportunities to embed learning into existing and new Walking Scotland products and programmes.
24. Take ownership of any issues and find appropriate solutions.
25. Undertaking any other duties appropriate to the post and in accordance with the needs of Walking Scotland.

This job description will be reviewed periodically and updated as required in consultation with the postholder.

**Walking Scotland**  
**May 2026**

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