



Digital and Content Manager

Person Specification

Work and other experience	<ul style="list-style-type: none">• Experience leading digital content, campaigns and platforms in a communications, marketing or digital role.• Good working knowledge of data-driven storytelling in a variety of outlets• Experience managing social media channels and growing online communities.• Experience applying service design principles to digital services, including understanding end to end journeys and touchpoints.• Successful track record of leading mid to large scale website and digital projects and services.• Experience in strategic programme development, ensuring necessary governance and compliance processes are in place.• Experience of operating at a strategic level to ensure learning is shared, and connections and opportunities for added value are identified across delivery programmes.• Experience of managing and reporting against budgets, KPIs, and financial targets, ensuring that projects are delivered within financial parameters.• Experience of translating policy into practice with on the ground implementation. <p>Desirable</p> <ul style="list-style-type: none">• Experience of using Salesforce• Experience of using Adobe creative suite• Experience of digital fundraising
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<p>Knowledge and skills</p>	<ul style="list-style-type: none"> • Strong understanding of digital strategy, user-centred design and accessibility principles • Excellent storytelling skills with the ability to translate complex ideas into engaging content. • Credible technical skills, including SEO, AEO analytics and optimisation. • Strong collaboration skills • Excellent writing and editing skills • Strong oral communications skills • Strong out-come based project management skills, with the ability to manage multiple projects simultaneously and meet deadlines • Able to be flexible and adaptable to reflect changing business needs • Knowledge of emerging digital tools and trends • Ability to negotiate and form credible working relationships • Ability to analyse digital performance data and apply insights to improve outcomes. • Able to build partnerships and develop effective working relationships with a wide range of stakeholders • Ability to make sound judgments and decisions considering risk, time/cost and overall benefit • Possess organisational skills sufficient to autonomously manage personal and team work plan and day to day tasks • Possess advance digital skills • Able to work independently using own initiative but be part of a wider team • Able to develop and deliver reports and present findings to a wide range of audiences • Able to work independently using own initiative but be part of a wider team. • Possess organisational skills sufficient to autonomously manage personal work plan and day to day tasks.
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Your national walking and wheeling charity.

	<p>Desirable</p> <ul style="list-style-type: none"> • Accredited digital diploma (for example CIM) • Knowledge of AI tools
Personal qualities	<ul style="list-style-type: none"> • Self-motivated and solutions-focused with the ability and drive to take ownership of all responsibilities. • Commitment to continuous improvement and development • Commitment to Walking Scotland’s strategic vision and values. • Displays a professional approach to engaging and negotiating with stakeholders and supporting others.

**Walking Scotland
May 2026**

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.