

Title	Head of Digital Content - £32,000 FTE Pro-rata £16,000 for 0.5FTE
Location	<p>We're Happy to Talk Flexible Working. We welcome remote working within commuting distance to Scotland's Central Belt for weekly team meetings in shared office space in Edinburgh at The Melting Pot.</p> <p>When working from home you will need to have a fast and reliable internet connection, good telephone reception (mobile and landline) and access to transport links to aid travel across Scotland.</p>
Hours	Average of 17.5 hours per week or 0.5FTE. This can be worked as term time or compressed hours. Team meetings are on Tuesday mornings in Edinburgh. They can be attended virtually occasionally.
Report to	Director of Fathers Network Scotland
About the organisation	<p>The mission of the organisation is:</p> <p><i>To drive positive cultural change by inspiring organisations to positively engage, support, and empower men to become the fathers they want to be.</i></p> <p>In our drive to create positive cultural change we have four intentions that guide our activities:</p> <ul style="list-style-type: none"> • Championing: being a positive voice championing fathers • Influencing: holding a strategic perspective, influencing policy • Supporting: highlighting and supporting the work of employers and service providers • Modelling: being the type of gender neutral organisation we want to see in the world <p>Fathers Network Scotland is a small charity with a head count of 5 people working 2.8 full time equivalent. This comprises of a Director (0.8FTE), Head of Fundraising (0.6FTE), a seconded Programme Lead for <i>Understanding Dad</i> (1FTE), Head of Digital Content (0.5FTE), and Head of Communications (0.4FTE) who all work flexibly and remotely. There are also a number of contractors/consultants who may be delivering specialist work on the charity's behalf at any one time e.g. Research, PR and Branding.</p> <p>The Board also support the strategic direction of the organisation and offer expertise in PR.</p> <p>FNS are funded for core staff by Scottish Government via the Corra Foundation to March 2020.</p> <p>We are looking for someone who works well in a fast-paced environment, enjoys responsibility and autonomy and who wants to work for a cause they believe in.</p>
Terms & Conditions	<p>Our employee contract includes the following from day one which are pro-rata:</p> <ul style="list-style-type: none"> • 30 days holiday (pro rata 15 days) plus 8 days bank holidays (pro rata 4 days). • 8% employer pension contribution. <p>We believe in working in an agile way balancing your personal commitments with the needs of the business with support from your line manager and colleagues – willing to work occasional evenings/weekends.</p> <p>There are no core hours except Tuesday morning meetings.</p>

Role Overview

The role of the Head of Digital Content is to create and manage the public face of FNS by:

1. Working with the team to agree, implement & lead FNS Marketing and Comms strategy, including key messages, campaign material and activities.
2. Creating a proactive public presence using social media, networking and partnering with key stakeholders to champion the role of fathers in the lives of their children, families and community.
3. Analysing and measuring the impact of our activities using online tools and keeping up to date with the most relevant evaluation tools to do so.
4. Creating engaging content for FNS website, contributing to partner organisations' blogs and websites, to further the FNS Communications Strategy and key aims.
5. Working with the FNS team and using the FNS network alongside film editors to create short films for YouTube and other relevant channels to promote our key messages through social media.
6. Being an Ambassador by speaking and writing on behalf of FNS in digital/mainstream media on fatherhood issues.
7. Editing and proofreading funding proposals, research publications and web content from staff/contractors.

Overall Objectives

You will be responsible for and measured on:

- ✓ Delivery of campaigns including coordination of campaign materials with The Head of Fundraising.
- ✓ Ensuring the continued online growth and engagement and monitoring and measuring this impact for the Director and the Board.
- ✓ Monitoring weekly national and sector news for dad-specific content and using it to engage with our network.
- ✓ Sourcing and interviewing case-studies/stories to illustrate dad-friendly practice online/in media.
- ✓ Leading and managing any contractors (eg filming/branding) in consultation with the team.
- ✓ Representing the charity at conferences and in the public/media alongside other staff.
- ✓ Identifying and managing other Ambassadors/Patrons.
- ✓ Writing press releases, blogs and other news items for FNS website.
- ✓ Promoting and summarising the annual fathers' survey and other research in collaboration with partners.

Person Specification	Essential	Desirable
Experience	<p>Minimum 18 months experience of a digital content role in an organisation or as a consultant.</p> <p>Demonstrable aptitude and passion for the digital world and technology.</p> <p>Excellent knowledge of digital and analytical tools to measure the impact of our activities.</p> <p>A proven track record for running a high-profile digital/social media campaign.</p> <p>An excellent writer of online and print content with ability to proof-read ready for publication.</p> <p>Experience of identifying and creating engaging case studies.</p> <p>A natural networker - building relationship with individuals is a key strength and something you have evidence of doing at every level across sectors.</p> <p>Creative flair and instinct for compelling content and presentation.</p>	<p>Experience of running national media campaign, including live radio/TV interviews.</p> <p>PR or Journalist experience.</p> <p>Demonstrable success in producing press and media coverage nationally and regionally.</p> <p>Ability to make quick decisions on sometimes sensitive issues in fast-paced environment.</p> <p>Multimedia production skills, eg video & design.</p> <p>Excellent news sense and how to engage with media and public through events.</p>
Knowledge, Skills, Attitudes and Abilities	<p>Influencing skills and the ability to take others with you.</p> <p>Excellent interpersonal skills, with the ability to build and maintain relationships both internally and externally.</p> <p>Excellent communication skills both written and oral, with the ability to present clear ideas.</p> <p>To be an ambassador for father-friendly working, as well as a role model and spokesperson for gender equality.</p> <p>A can-do attitude, which means that you are willing to give things a go even when budgets and time can be seen as constraint.</p> <p>Ability to thrive in a fast-paced environment and respond to work quickly and efficiently.</p>	<p>Evidence of CPD and how you identify your needs and address them.</p> <p>Evidence of published written work and campaigns.</p> <p>Knowing when to drill down into detail and when to see the bigger strategic picture.</p>

Person Specification	Essential	Desirable
Qualifications	Educated to at least Level 6 on the Scottish credit and qualifications framework (or equivalent).	Relevant Comms/media/PR/marketing qualification.
Personal Values	<p>Equality - We value equality and particularly want to address gender bias associated with men caring for children by challenging social norms and helping fathers make choices that will benefit them and their families.</p> <p>Pioneering - We are happy to 'give things a go' that haven't been done before, allowing us to be entrepreneurial. We have flexibility in our planning to be opportunistic and responsive We take an asset-based approach to understanding our strengths and remain positive with a creative 'can-do' attitude.</p> <p>Honesty - We are honest with ourselves, each other and our stakeholders. Individuals take responsibility and are trusted to get and do what is required. We are not afraid when expectations are not met but share this openly.</p> <p>Vulnerability - We are OK with not being perfect. We allow mistakes inside and outside of work and support one another in our struggles. We raise issues which are causing us tension sharing understanding and compassion with others and ourselves.</p> <p>Humility - We are 'quietly confident' about what we do. Operating from these shared values allow us to get on and be authentically aligned with what we do. We don't do egos!</p>	
Process	<p>Apply with your CV and covering letter to info@fathersnetworkscotland.org.uk</p> <p>Closing date for applications 26th September 2018. On Friday 28th successful candidates will be asked to interview on Tuesday 2nd October at The Melting Pot Edinburgh.</p>	