



## **Job Description**

### **Digital Projects Co-ordinator**

**Salary:** Grade 3: £21,000 – 24,999

**Hours:** full time, 4 months fixed term (with possibility of extension)

**Reporting to:** Website and CRM Manager

#### **Job Summary**

As a member of the Marketing and Communications team, the Digital Projects Co-ordinator supports the Website and CRM Manager in the management and delivery of new digital products for the Attainment Programmes Team. The Attainment Team delivers a national reading programme for primary and secondary schools.

The Digital Projects Co-ordinator role comprises two main elements: supporting the introduction of a new website and administration system for the national reading programme, and supporting the planning of a new digital product aimed at encouraging secondary school pupils to read for pleasure.

#### **Key Responsibilities**

- Under the supervision of the Website and CRM Manager, the postholder will liaise with external suppliers on website design and delivery, co-ordinating much of the day to day management of the project
- Work in collaboration with the Marketing team to ensure the website is a coherent part of SBT's digital portfolio
- Work with the Database Development Co-ordinator to ensure that data structures, imports and exports work effectively
- Manage content audit and plan content strategies for the website based on findings
- Co-ordinating management and transfer of content for website, including articles, images, audio and video, sourcing from programme teams and external sources as required
- Manage transfer of content and data from existing systems into new system
- Work with relevant Marketing colleagues to support the SEO of the new website, to mitigate the effects of moving to a new platform
- Perform acceptance testing for the website, providing detailed feedback to external providers
- Create user guides and technical documentation for SBT staff
- Input into status reports to monitor project progress
- Support the initial planning for an app to support reading for pleasure
- Other duties as required to support digital projects across Scottish Book Trust

### **Knowledge, Skills & Experience**

- Experience of project management, ideally in a fast-paced digital environment
- Experience of working on digital products
- Experience of acceptance testing and offering feedback on digital product development
- Understanding of website design and development
- Experience of requirements gathering in digital projects
- Strong analytical and creative problem-solving skills
- High level of accuracy and attention to detail
- Experience of using Photoshop or similar picture editing software

### **Person Specification**

- Must be able to work independently and use own initiative
- Highly organised with the ability to plan and manage changing priorities and drive through completion of tasks to agreed timelines
- Approachable with a commitment to delivering excellent support to internal and external users
- Work well within a small team to deliver shared priorities and goals
- Ability to collaborate with diverse organisational teams to manage competing priorities and staff expectations
- Personal resilience and enthusiasm for achieving the charity's objectives

### **Other Information**

The post is based at Scottish Book Trust's offices in Edinburgh.

Appointment will be conditional on securing basic clearance from Disclosure Scotland