



Early Years Digital Co-ordinator Recruitment Pack

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scottishbooktrust.com



Scottish Book Trust is a registered company (SC184248)
and a Scottish charity (SC027669).

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About Scottish Book Trust

Scottish Book Trust believes that reading and writing for pleasure has the power to transform lives, from supporting mental health and wellbeing to breaking the poverty cycle, improving employability and inspiring creativity.

As Scotland's only national reading charity, our mission is to ensure people living in Scotland have equal access to books and, every year, we deliver our world-class programmes and annual awards to well over two million people.

We deliver our programmes in every local authority area in Scotland, and we work with partners ranging from small community groups to the Scottish Government. We introduce books and storytelling to pre-school children through our book gifting programmes to inspiring and empowering adult readers and writers, we believe it's never too early – or too late – to begin a magical journey with words.

Our book-gifting programmes Bookbug and Read Write Count with the First Minister reach over 310,000 children across Scotland every year. We continue the journey with schools in our communities participating in an accreditation programme to help them build and sustain a reading culture.

Our Writing Programmes encourage people to share their themed true stories through Scotland's stories, annual New Writers Award supporting emerging writers and supporting publishers to publish and promote work written in Scots. Whilst our Reading Programmes delivers Book Week Scotland each autumn, helps fund and support author events in schools and community venues, and supports people with digital storytelling to tell their personal stories through audio and images.

You'll find us in schools, and libraries and at community events, across Scotland in towns, cities and in isolated, rural communities. We bring books to life and share the joy of reading with children in care, families living in challenging circumstances, and people in prison. In short, you'll find us wherever we're needed most.

Our programmes include:

[Bookbug](#)

[Book Week Scotland](#)

[Reading Schools](#)

[Writing and authors programmes](#)

[Research and evaluation](#)



Our values

We're looking for people who share these values that apply to everything we do:

Creative

We welcome innovation and experiment with new approaches. All of our staff have the opportunity to contribute and test out ideas and we encourage this approach in our partners.

Bold

We tackle challenging issues and ask difficult questions both of ourselves and of others. We create a culture of openness within our organisation.

Collaborative

Our partnerships are one of our most valuable assets. We believe that collaboration, both internal and external, is fundamental to our learning, development and impact.

Nurturing

We treat everyone with respect and value diversity and individuality. We are committed to fulfilling potential and developing talent.

Our people

We currently employ 70 staff across:

- Five programme teams supporting Early Years, School Communities, Reading Communities, Writing Communities, and Research and Evaluation
- Our Marketing department that includes fundraising, social media, design and digital functions
- Our Finance and Operations department that includes Finance, HR, Commercial Development and Building Management functions.

You can find out more [about us](#) on our website.

We have staff working for us across Scotland. We support flexible working with 25% of staff working part-time, and 25% of staff working flexible hours. Whilst we encourage staff to spend time in our office in central Edinburgh to collaborate and share ideas, we also utilise hybrid working. On average, most staff spend one to two days per week in the office. We are responsive to the needs of our staff and ensure accessibility is embedded in the materials we create. We provide our staff with tailored learning and development opportunities to support them to do their best work.

We want to support all communities across Scotland, with particular focus on those who are vulnerable, under-represented and who need it most. We are an organisation where equality, diversity and inclusion are embedded in all we do, and we would like to improve diversity within our leadership.

We believe that having a team with different backgrounds and experience we are more likely to encourage debate and will aid SBT to make inclusive decisions. We are looking for people who will be passionate supporters of our mission, whose lived experience can help shape the impact of our programmes and improve how we engage with our beneficiaries.

About the role

This is an excellent opportunity for you to join Scottish Book Trust as an Early Years Digital Content Co-ordinator. The position offers flexible part time working within our Early Years Team.

The Early Years (EY) team delivers Bookbug, an evidence-informed programme which aims to promote parent-child bonding and attachment, support children's language and communication skills, and help their social, emotional and cognitive development through reading, singing and rhyming. Key elements include universal book gifting at four stages, free story, song and rhyme Bookbug Sessions, Bookbug for the Home and community engagement, the Bookbug app, and professional learning opportunities and resources for people working in Early Years settings.

The Early Years Digital Content Co-ordinator is responsible for the creation, organisation and delivery of web, social media, and other digital content for the Early Years team. The overall aim of the role is to maintain and create connections between the Bookbug Programme and children, their families and Early Years Practitioners to achieve a wide, accessible reach for all out audiences.

The post holder will work closely with the Communications and Events Manager and the Marketing team to deliver content through the Bookbug app, YouTube, Facebook and Instagram, with a view to using other channels as appropriate to keep our social media offering fresh and engaging.

Key responsibilities

- Copywriting and editing content for a variety of different audiences across various platforms, e.g. booklists, articles
- Developing Early Years digital content (including creation of digital assets, social cards, writing/editing copy and making updates) with input from the Early Years team, and acting as digital liaison with the Marketing team
- Accompanying freelance filmmakers on shoots to ensure consistency of Early Years voice and style and assisting with edits and captioning for all in-house projects.
- Organising filming schedule to prioritise filming needs across the Early Years team

- Organising filming days including locations, participants (including young children and families), risk assessments, media permissions
- Planning Early Years social media including planning and executing Meta ad campaigns and responding creatively to new trends.
- Supporting partner organisations with advocacy work through social media and maintaining a consistent Early Years voice across all our platforms.
- Responding to Bookbug enquiries through social media accounts
- Working with the Head of Social and Digital Marketing to grow the Early Years reach and engagement on social media channels e.g. Facebook, Instagram, YouTube, adjusting and evaluating the performance of social media campaigns and researching new platforms
- Grow social media engagement with Early Years professional audiences for example via LinkedIn, to promote training/learning opportunities
- Ensuring all Early Years digital content is accessible and inclusive.
- Maintenance and recording of budget spending for Early Years filming and social media
- Co-ordinating monthly online competitions and prize-draws throughout the year e.g. for Bookbug Week and Book Week Scotland
- Using analytics to evaluate digital strategies and feed into progress reports for funders
- Attend Bookbug events to generate social media content
- Co-ordinate monthly families' newsletter (writing copy, putting together in Mailchimp) to maximise opportunities for newsletter sign-up
- Collaborate with Digital Project Manager on content and scheduling for Bookbug app using CMS
- Representing the Early Years team on cross-organisational working groups for digital development, content planning and child protection

You will have:

- Significant experience of working across different social media platforms and an in-depth understanding of social media landscape and trends including digital accessibility and inclusivity

- Experienced writer and editor with the ability to adapt writing styles for different platforms and audiences
- Experience of scheduling and updating web content
- Ability to generate and present fresh ideas for social media and web content
- Experience of delivering multiple projects on time, responding quickly/effectively to changes
- Excellent digital social networking skills and ability to evaluate and analyse results
- Demonstrable experience of creating and editing content for websites using a CMS
- Experience of organising filming and editing footage
- Excellent IT skills including confidence in the use of Microsoft Office, design software, video editing software and familiarity with databases and information management
- Experience of building and maintaining internal and external relationships
- Strong interpersonal skills to work with families directly and engage through social media
- Ability to work in a team-focused, deadline-driven environment whilst also being able to self-motivate, organise and prioritise own workload
- Desirable experience of social media and digital content for Early Years audiences

The post is a hybrid role with regular attendance at Scottish Book Trust offices in Edinburgh.

The post involves occasional travel within Scotland and out of office hours work from time to time including occasional evenings and weekends.

The post will involve working with young people therefore appointment will be conditional upon securing a PVG from Disclosure Scotland.

Flexible working options are available.

Benefits

Location

The person location is blended between our Edinburgh Office and home. The office is in Edinburgh City Centre, with great access by train, bus, and tram.

Salary

Starting Salary: £26,250 (£21,000 pro rata)

Grade: 3. Salary band: £26,250 to £30,974

Hours of work

4 days / 28 hours per week. We are open to a discussion about a flexible working pattern subject to the needs of the organisation.

Contract type

Permanent

Holidays

Scottish Book Trust's holiday year runs from 1 January to 31 December of each year. The basic annual holiday and statutory leave entitlement for a full-time post is 259 hours (7.4 weeks) per annum including public and bank holidays which staff may be asked to work and for which they will be paid at the usual rates. The office closes between Christmas and New Year for which holidays must be taken from the annual allowance.

Holiday entitlement accrues during the first year of employment on a month-by-month basis and staff are only entitled to holidays as they accrue. Holiday entitlement for part-time posts is calculated on a pro-rata basis. For this role the pro-rated annual entitlement is 207.5 hours per annum including public and bank holidays.

Pension

Scottish Book Trust offers a money purchase pension scheme with a current employer contribution of 5% per annum and a minimum employee contribution of 3%. Eligible employees will be auto enrolled into this scheme but have the choice to opt out.

Death in service and other benefits

Scottish Book Trust offers a life assurance scheme, paying a lump sum of three times employee's gross annual salary upon death whilst in employment.

Employees also have access to an Employee Assistance Programme and a Cycle to Work scheme.

How to apply

To apply for this role, you must complete our [online application form on the vacancy webpage](#). Please note that we **do not** accept CVs or AI generated content.

Part A:

You should ensure that your **Part A** works as a **standalone document** to demonstrate your suitability for the job role. The Recruitment Panel will only have access to Part A (your Personal Statement and Other Information) when longlisting.

Part B:

Part B of the application form Section 1 requests you to give us the names and contact details for two referees, one of these should be your current or most recent employer. Please note that we **do not** contact referees until a conditional offer of employment has been made.

Section 2 of part B, Equality Monitoring, is optional and is used by HR to enable us to measure our Inclusive recruitment practices.

We welcome applications from diverse educational and cultural backgrounds.

However, we are unable to offer visa sponsorship for this role. Therefore, please ensure you have the right to work in the UK before you apply for this post. We will ask you to bring proof of your eligibility to work in the UK with you to interview.

Please see the UK Government website for more [information on proving your right to work](#).

If you have a disability and require us to consider any reasonable adjustments to facilitate the application process, please get in touch with our HR team:

recruitment@scottishbooktrust.com

We recognise our responsibility in protecting vulnerable groups. Appointment will be conditional on securing an appropriate level of disclosure for the position from Disclosure Scotland.

For any additional information please email recruitment@scottishbooktrust.com